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U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up on food...

A Service --

For Directors of Women's Radio Programs

Dallas, Texas

April 3, 1943

No. 44

A BREAK FOR THE CIVILIAN CONSUMER

Here is good news..... USDA has announced the FDA will soon release more than two million cases of canned fruits and vegetables to augment civilian supplies. This means about 48 million cans of ordinary size which will increase the number of cans each of us will get by about three. These stocks, most of them purchased from the 1941 pack, have been held to meet emergency war needs. The main items on the list of released foods are canned tomatoes, pears, plums, apples and peaches, with smaller quantities of other foods.

At the same time the transfer of about 12 million cases (288 million cans) of canned fruits, vegetables, and juices, principally corn and peas, from the army to FDA was announced. This transfer will not be released immediately, but will be held for unforeseen emergencies, both for war and civilian requirements. At present FDA cannot tell how stock will be released until nature of possible emergency is known. One reason these 12 million cans are being held is to give USDA time to see how large the 1943 pack will be. If things indicate a good pack after two or three months, it might be possible for FDA to release all 12 million cans for civilian use.

First two million cans will be offered back to canners who originally sold them to FDA. Officials consider this the fairest and most efficient method of getting stock back in regular commercial channels. Canners will probably take back the share they originally sold government, but quantity not taken by individual canners will be offered to other distributors. Resale price will be determined and announced soon. Price will reflect purchase cost plus storage.

US Department of Agriculture
Food Distribution Administration

HOW DO YOU FEEL ABOUT THE FOOD SITUATION?

Do you believe your neighbors have hoarded food? Do you believe they'll try to get around food rationing? Do you feel you're not being allowed enough food under rationing? Those are questions asked a representative group of American housewives in a recent survey. It was found that a considerable proportion of them do believe these things, and if that is true, it seems logical to assume that these people are likely prospects for black markets.

You broadcasters can give important information as to what black markets are, and this knowledge may play a big part in the campaign to stamp them out. Here are some facts which you may like to use in your broadcasts:

Black Markets are not confined to meat alone; meat is the most vicious, but the neighborhood grocer as well as the butcher is running a black market if he violates rationing rules.

Black Markets are not dirty little stores tucked away in side streets; the grocer who gives an extra can of fruit juice, or an extra quarter-pound of butter is running a black market.

The retailer who operates entirely within the law is likely to hear nothing but complaints. Any food retailer is under constant pressure from his customers to operate illegally. Make food-shoppers realize they must not ask for favors. Prejudice the public in favor of the man who lives up to the regulations.

These new saboteurs, the Black Marketeers, have expanded their operations as our shortages have grown. Tell your listeners that sometimes, indeed, the growing stocks in the Black Markets have caused the shortages.

Black Markets exist before our very eyes. Everyone should realize this, and should be taught to recognize them.

WHAT'S IN A NAME?

Don't say "meatlegger": That's the request of the manager of the Campaign Against Black Markets. He points out that this name for the dealer in illegal meat has too close a connection with the name "bootlegger" applied to the dealer in illegal liquor, during prohibition days. To many, the bootlegger was a friend ...the man who helped him to get the liquor he wanted. We don't want anybody to feel that the man who handles illegal meat is a good man to know...because he's no friend to anybody. If the bootleg liquor was no good and made a man sick, the rest of the family was not badly affected. If the meat bought in a black market is bad, however, the whole family will be affected. Even if the meat is good, but is priced exorbitantly, the higher cost of meat sold in this way will mean that many families cannot get the meat they need.

You radio people can do a lot to help in the fight against black markets by eliminating the word associated with bootleggers.

PLANS FOR PRESERVING

Tell your listeners the home canning situation looks more favorable than it did a while ago...WPB is making every effort to assure plenty of glass jars, rubber rings and covers to seal those jars, and a doubled supply of pressure cookers, which are needed to process such non-acid vegetables as beans and corn. A recent order released enough metal to permit manufacture of more than 3 billion new lids. It's estimated that more than 2 billion old covers which can be used over are in consumers' hands already, and these will need only new jar rings.

As for the glass jars, there will be plenty. Most thrifty homemakers save jars anyway, and as many commercially packed foods are now appearing in glass instead of tin, there'll be more to save in 1943. At least 500 million jars expressly for home canning are expected to be produced this year, which is twice as many as we had in 1942.

Pressure cookers will be in great demand this year, and 150,000 are to be made...twice as many as last year. As you doubtless know, direct war needs have taken the critical steel that goes into the manufacture of pressure cookers. The new ones, holding 7 one-quart jars, will be made according to the standard, pre-war design, so that new dies will not be necessary. A plan of distribution is being worked out by USDA and will be announced ahead of the time the cookers will be available. During the next few weeks, women who are intending to "put up" the product of their Victory Gardens might well make their plans for next summer's preserving.

FARM PLANS - 1943

The dinner table will benefit by many of the scheduled crop increases. Here are some of the figures:

Potatoes: The estimated increase in potato acreage for 1943 over 1942 is 13.6 percent.

Sweet Potatoes: Growers' intentions are to increase sweet potato acreage 14.8 percent over 1942.

Dry Beans: An even larger increase of this important crop is planned. The prospective acreage for 1943 is 16.2 percent above 1942.

Dry Peas: The estimated increase for dry peas amounts to the considerable figure of 35.1 percent...1/3 more than in 1942.

Peanuts: The acreage planted in 1943 is expected to show an increase of 12.5 percent over the acreage planted last spring, not including that inter-planted with other crops. It is the largest acreage of peanuts on record.

Smokers will be interested in the prospective planting of tobacco; the report indicates that 1.6 percent more of all types will be planted this spring than last year.

Increases are expected on several other important crops, such as corn, all spring wheat, flaxseed, all sorghums, and soybeans.

THE NEW POINT VALUES

The announcement of new point values on some processed foods contained good news for many people. The removal of all dried and dehydrated fruits and of apple juice from the ration list should be a real help to the homemaker. So should be the reduction in point values of fruit and vegetable juices and dehydrated soups.

Prunes are a popular breakfast fruit, as well as a dessert, and they may now appear more frequently at all meals. Raisins are a nutritious and delicious addition to many favorite recipes, and the homemaker will be glad to have them back on the list of unrationed fruits. Apple juice is a refreshing drink, and a fine addition to the shelf of emergency foods, since it can take the place of the morning orange or grapefruit juice on occasion. Fruit and vegetable juices were lowered all along the line, and this will help the family which likes a glass of one or the other as a dinner appetizer.

The point value of dried and dehydrated soups has been reduced exactly one-half, and this is good news to the busy homemaker, who has found these soups a welcome short-cut in meal planning.

The items which have been given higher point values for April were those which sold in March at a rate faster than the supply situation could support under rationing. In the main, the values originally established worked out successfully, CPA states, and the changes which have been made are intended to iron out the inequalities that were shown to be present. The flexibility which is one of the chief recommendations of the point system of rationing, will be employed in the future as often as necessary to keep consumer demand in step with the supply situation.

TONS OF DRIED PRUNES & RAISINS RELEASED

More good news for the busy homemakers.....Thirty one thousand tons of dried prunes and raisins reserved in the West Coast packer's hands, have been released by the FDA this week.

The supply includes 17,625 tons of raisins and 13,382 tons of dried prunes. These supplies were held under FDO Order 16, providing for release to civilians if they were not needed for direct war needs.

Defining Essential Workers in the Food Program

USDA and the War Manpower Commission have emphasized the importance of food in fighting the war by appealing to employees in the various phases of production and processing of foods to remain on their jobs. Many men and women have been leaving their work indiscriminately for other employment, and this may result in the loss of essential products. Many of your listeners probably would be interested to know the types of activities necessary to the food program and specifically designated as essential by the WMC: all phases of farming; food processing; production of agricultural equipment; production of materials for packing and shipping products; production of chemicals and related products, including fertilizers, insecticides and animal and vegetable fats and oils; warehousing and storage of essential and perishable commodities; agricultural services such as hatcheries, seed processing, farm repair and maintenance, and farm product assembly services.

NEW FOOD DISTRIBUTION ORDERS

FATS AND OILS

FD-ORDER 42, effective April 1 provides a more definite exemption of food and industrial products needed by the Army, Navy, and other war agencies from quotas on fats and oils. It replaces WPB order M 71. It will conserve the limited supplies of fats and oils for the most essential military and civilian needs by controlling their distribution and limiting their use. However, quotas for the use of fats and oils in making MARGERINE, SHORTENING AND OTHER EDIBLE PRODUCTS, soap from primary oils, and printing ink continues unchanged.

TROPICAL OILS

FD-ORDER 43 -- transferred WPB order M 60 to the FDA. Effective April 1, it controls the use and processing of several tropical oils needed for war purposes. It continues the restriction which the WPB imposed early in 1942.

CANNED FISH

FD-ORDER 44 -- Should provide a somewhat larger amount of canned fish for civilians from the 1943 pack since it adjusts government requirements to secure a more favorable distribution between government and civilian needs.

Government requirements for canned salmon, pilchards, mackerel, and Atlantic sea herring were reduced to 55 percent of a canner's pack for the period April 1, 1943 through February 29, 1944, compared to 60 percent for salmon in previous months and 80 percent for pilchards, mackerel and Atlantic sea herring.

The order also placed for the first time government reservations on canned shrimp and horse mackerel, 55 percent of which must be set aside between April 1, 1943 and February 29, 1944, and on canned tuna, bonito and yellowtail, 60 percent of which, must be set aside. Otherwise the order continues in effect all provisions of FDO 23 and amendment 1.

Pounds of 1943 canned fish available to civilians under the order are estimated as salmon, 130 million; pilchards, 81 million; Atlantic sea herring, including sardines, 29 million; tuna, bonito and yellowtail, 21 million; shrimp, 6 million; and smaller quantities of other varieties.

DRY BEANS - DRY PEAS, SPLIT PEAS

FD-ORDER 45 -- Reserves 55 percent of the supplies of dry edible beans and 60 percent of dry peas and split peas of certain classes, in the hands of "processors" or "first owners". The purpose of the order is to assure necessary supplies for military and allied needs. The order became effective April 1.

Civilian per capita consumption during the 1942-43 marketing season will total about 8 pounds of dry beans, or 90 percent of average consumption, and nearly one pound of dry peas, or about 75 percent of average consumption. For dry beans this means approximately one pound more per capita than was indicated when beans and peas were put on the ration list. Imports made this increase possible. The quantity of dry peas available for civilian use remains unchanged.

(more)

FD-ORDER 45 (Continued)

Food Distribution Order No. 45 applies to stocks of dry beans, peas, and split peas in the hands of "first owners" or "processors" during each calendar month or part thereof.

During each calendar month, upon notice from government agencies, first owners and processors are required to set aside for delivery to the government the specified quantities of dry beans, peas, and split peas at no more than ceiling prices.

Affected by the order are all dry beans, dry peas, and split peas of these classes: beans - pea, great northern, small white, flat small white, light red kidney, dark red kidney, western red kidney, cranberry, small red, pink, pinto, baby lima and lima; peas, alaska, scotch green, white canada, first and best, and marrowfat; and green and yellow split-peas.

First owners and processors affected include producer cooperatives and associations and others who own on the effective date of the order more than 10,000 pounds of beans, peas and split peas purchased from a producer, or whose combined purchases or sales during any calendar month following the effective date of the order exceed 5,000 pounds. The reservation order does not apply to producers who are not processors, nor to commission merchants or brokers who do not require full or part ownership of the commodities.

Seed beans and peas sold exclusively for seed purposes in compliance with federal and state seed laws are not affected if sold and delivered not later than June 30, 1943.

IMPORT OILS

FD-ORDER 46 --effective April 1, provides that importers of coconut, babassu and palm kernel oils or oil bearing materials from which these oils are produced, must continue to set aside 25 percent of their imports for war purposes at the government direction.

Under this order the provisions of WPB order M 60a continue unchanged. The original order froze 25 percent of the inventories in excess of 240,000 pounds held on September 16, 1942, and required 25 percent of all imports to be set aside. The reissued order will be administered by FDA.

NUTRITION NOTES

As we told you in last week's RADIO ROUND-UP, the Nutrition Division of the Office of Defense Health and Welfare Services is now a part of FDA, and we're glad to pass on to you some suggestions the Division made recently about wartime meal planning.

They say when you cannot get the food you want, you can get the food you need if you know your alternates. With meat and most kinds of cheese on the ration list, it pays to know the alternate sources of protein on the "off-the-ration" list. These are: chicken, fish, eggs, cottage cheese and other unrationed cheeses, peanuts and peanut butter. None of these is a substitute for meat, but they all have protein value, as well as vitamins and minerals for health and stamina. There are many ways of preparing them to add interest to the daily diet, and their use makes it possible to send more meat overseas to the United Nations' fighting forces. (You broadcasters can help by suggesting balanced menus and interesting recipes. Wartime menus for one week, suggested by the Nutrition Division, are attached.)

Other alternates for meat that are on the ration list, but take fewer stamps than beef, pork, or lamb, are the dried peas, beans and lentils. Soybeans are an excellent source of protein, and may be served in various ways. Both soybeans and peanuts are now made into flour which can be combined with white enriched flour for making bread, biscuit, or rolls. The proportions are 1/3 soybean or peanut flour and 2/3 white enriched flour.

Eggs are one of the few foods that provide the sunshine Vitamin D along with one of the B vitamins, riboflavin. Milk has the advantage of being both a food and a beverage. Cereals are being used as meat extenders in sausage and in meat loaves. All white bread is now enriched, so both whole grain and white bread

provide proteins as well as some vitamins, minerals and calories.

Before food was called upon to win the war, and when we could eat just about what we wanted, surveys showed the majority of us chose meals that were not providing all we really needed for health protection. So, instead of worrying about not getting favorite foods under wartime rationing, we might better learn the values of new foods, and develop new food habits.

Nutrition in industry is just as important as nutrition in the home, especially since more homemakers are going into industry every day. The Nutrition in Industry Section of the Nutrition Division has an interesting program under way which aims to encourage adequate plant and community feeding, as well as nutrition education for workers and their families. In-plant advisory services are provided by the Technical Advisory Staff in Washington, and by assistant regional nutrition representatives. A new pamphlet is now in preparation which outlines the wartime Nutrition in Industry phase of the National Nutrition Program, and ways in which Government, industry, labor and State and community nutrition committees can be of service in maintaining the health and efficiency of war workers. This will be distributed to regional nutrition representatives, nutrition committees, plant executives, cafeteria directors and dietitians, public health and industrial hygiene officers, industrial physicians, and other interested persons or groups upon request.

WARTIME MENUS

SUNDAY

Breakfast

Fresh or Stewed Fruit
Whole grain cereal
Toast and eggs
Milk or Coffee

Packed Lunch or Supper

2 Peanut butter and chopped
apple sandwiches*
Chopped cabbage salad
Milk

Dinner

Roast chicken
Potatoes
Turnips
Fresh green salad
Bread and butter*
Cornstarch pudding
Beverage--milk for
children

MONDAY

Breakfast

Fresh grapefruit
Oatmeal
Toast
Milk or coffee

Packed Lunch or Supper

2 chicken sandwiches*
Carrot strips
Cornstarch pudding
Milk

Dinner

Creamed cod fish
Baked potato
Turnip greens
Bread and butter
Apple pie
Beverage--milk for
children

TUESDAY

Fresh orange juice
Whole grain cereal
Toast
Milk or coffee

2 codfish salad sandwiches*
Turnip strips
Fruit
Cocoa

Cereal meat loaf
Boiled potatoes
String beans
Bread pudding
Beverage--milk for
children

WEDNESDAY

Fresh grapefruit
Oatmeal
Toast
Milk or coffee

Creamed onion soup
2 Cereal meat loaf sandwiches*
Fruit
Beverage

Braised liver
Scalloped potatoes
Cole slaw
Bread and butter*
Gingerbread
Beverage--milk for
children

THURSDAY

Fresh or stewed fruit
Whole grain cereal
Toast
Milk or coffee

2 chopped liver sandwiches*
Cole slaw
Gingerbread
Milk

Vegetable and Meat
stew
Raw green vegetable
salad
Bread and butter*
Custard pie
Beverage--milk for
children

FRIDAY

Fresh oranges
Whole grain cereal
Toast
Milk or coffee

Mixed raw vegetable salad
Peanut butter & cottage cheese
sandwiches
Fruit salad

Boiled haddock--milk
gravy
Baked potatoes
Fresh broccoli
Cookies
Beverage--milk for
children

SATURDAY

Fresh or stewed fruit
Oatmeal
Toast
Milk or coffee

2 egg salad sandwiches*
Carrot strips
Cookies
Fruit
Milk

Baked beans
Fresh Green salad
Bread and butter*
Rice pudding
Beverage--milk for
children

*All bread should be whole grain or enriched white bread, spread
with butter or fortified margarine.

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JUL 3-1943
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Radio Round-up *on food...*

A Service --
For Directors of Women's Radio Programs

Dallas, Texas
April 10, 1943
No. 45

VICTORY GARDENS

Throughout the Southwest it's now planting time for the early vegetables in the Victory Garden. For the 30x50 foot size, USDA suggests one row each of spinach, onions, cabbage and turnips, a half row of lettuce, and several plantings of radishes. If the ground is well prepared and fertilized, a planting of this size should provide fresh vegetables for a family of four. The following seed will be required: $\frac{1}{4}$ ounce of spinach seed, $\frac{1}{2}$ ounce of radishes, 1 pint of onion sets, 30 cabbage plants, and 1 packet each of turnip and lettuce seed. Experienced gardeners make several small plantings of lettuce and radishes about a week apart, so that the crops will not mature all at once.

From two or three weeks after these crops are planted, beets, carrots, and swiss chard should be planted. For this 30x50 foot garden, USDA's suggestion is for one row each of beets and carrots, and $\frac{1}{2}$ row of chard.

Extension workers and seedsmen report that if present promises are borne out, the goal of 18 million home gardens this year will be exceeded by at least 10%. Requests for the Victory Garden bulletin are pouring in, and you broadcasters might mention once in a while that the bulletin can be obtained more quickly from State Agricultural Colleges, and that both USDA and State agricultural agencies will appreciate it if everybody will be patient. It's a physical impossibility to answer all the requests within 24 hours, but every bulletin asked for will be sent out as soon as possible.

US Department of Agriculture
Food Distribution Administration

MEAT CEILINGS ALL AROUND

Specific, cents-per-pound ceilings on beef, veal, lamb and mutton, effective April 15, have been announced by OPA. Added to the retail pork ceilings now in effect, this brings every important meat which appears on the American dinner table under price control. This new price action, together with meat rationing, should eliminate black markets in meat from the American scene.

This regulation establishes grade prices at the consumer level, and is the first to do so. Most meat in retail stores will now be marked with either the grade mark of USDA or with the OPA grade letter, and this will assure consumers of receiving the exact grade of meat for which they pay. Only on portions where the wholesale grade mark never has been placed, such as inside cuts, will the consumer fail to note a grade mark. In such instances, the shopper has protection if she notes the selling price and compares it with the grade prices on the official OPA price list.

Here are some of the statistics of the order. The country is divided into 12 pricing zones; there are 102 cuts of beef, veal, lamb and mutton, all of which will be standardized as to cutting and trimming; there are five officially established grades of beef and veal, four of lamb, and three of mutton. Here are the grade marks of the Department of Agriculture and of the OPA:

<u>COMMODITY</u>	<u>USDA GRADE</u>	<u>OPA GRADE</u>
Beef, Veal and lamb	Choice	AA
Beef, veal and lamb	Good	A
Beef, veal and lamb	Commercial	B
Beef and veal	Utility	C
Lamb	Cull	C
Beef	Cutters and Cannors	D
Veal	Cull	D
Mutton	Choice and Good	S
Mutton	Commercial	M
Mutton	Utility	R

These grade standards are identical to those which have been in use right along by USDA in grading meat at slaughtering plants. They were adopted by OPA in setting ceilings on wholesale cuts.

Consumers are likely to find the new ceilings on beef, veal, lamb and mutton less than those they've been paying recently. The ceilings will also be of benefit to stores which had subnormal ceilings in March 1942. These stores will now be on an equal competitive basis with stores which either had high maximums, or had been violating their ceilings. Price, therefore, should no longer be a factor in preventing any locality from obtaining its share of the available supply of these four meats.

Sausage, canned meat and variety meats (including brains, liver, kidneys, tongues, and hearts) are exempt from the provisions of this regulation, though OPA plans later to set specific dollars-and-cents ceiling prices for these items also. They are, of course, covered by March 1942 ceilings under the General Maximum Price Regulation.

It should be remembered that the retailer may at any time charge less than these new ceiling prices, but in no instance more. The prices must be posted at each meat counter or store all over the country, and will enable every American housewife to know the top price which she may be charged for the meat for which she has to surrender her precious red stamps as well as her money.

THE BASIC SEVEN

Eat some food from each group of the Basic Seven every day...that's the advice of the Nutrition & Food Conservation Branch of FDA. Do you know the Basic Seven? Here they are:

- Group 1: Green and Yellow vegetables; some raw, some cooked, frozen or canned.
- Group 2: Oranges, tomatoes, grapefruit, raw cabbage or salad greens.
- Group 3: Potatoes and other vegetables and fruits...raw, dried, cooked, frozen or canned.
- Group 4: Milk and milk products...fluid, evaporated, dried milk, or cheese.
- Group 5: Meat, poultry, fish or eggs...or dried beans, peas, nuts or peanut butter.
- Group 6: Bread, flour and cereals...natural whole grain, or enriched or restored.
- Group 7: Butter and fortified margarine, with added Vitamin A.

In addition to the Basic Seven, eat any other food you want. Be prepared to adapt your choice to wartime shortages, of course. A good general rule to follow is this:

<u>If scarce in</u>	<u>Use more from</u>
Group 2	Group 1, 3
Group 4	Group 1, 5, 6
Group 5 (meats)	Group 4, 5 (beans)
Group 7	Group 1, 4 (eggs)

VEGETABLE PLATE SPECIAL

If you broadcasters will do a little research work on recipes for the use of carrots and spinach, you can be prepared to make helpful suggestions to your listeners during the next few weeks, when both those vegetables will be in liberal supply in most markets.

Shipments of carrots have been moving from the principal producing areas... the Imperial Valley, California; Phoenix area, Arizona; and Lower Valley, Texas. The quantities shipped in recent weeks have been almost double those of a year ago, and even heavier shipments are expected soon. The prospects are that carrots will be reasonably priced for some time, too. Carrot consumption will help to conserve limited supplies of other foods, particularly potatoes. As you know, carrots have many fine features, and are especially valuable for their Vitamin A content. That is the so-called anti-blackout vitamin, and is indicated by their bright yellow color. They also contain two of the important B vitamins, thiamin and riboflavin. Cooked or raw, carrots add color and food value to meals...perhaps they'll even produce curly hair, as we were told when we were very young!

Liberal supplies of spinach are expected to move into the market in the next several weeks from Maryland, New Jersey, Pennsylvania, Arkansas, Oklahoma, Missouri, Illinois, Virginia, and other areas near large consuming centers. Popeye already has done a good job of popularizing spinach, but you can help if you'll give your listeners suggestions about the right way of cooking spinach and other greens...quickly, and in very little water. Tell them not to be afraid to experiment with serving spinach raw, as a salad...it's delicious that way. Spinach is a regular alphabetical vegetable, so far as vitamins are concerned...it contains A, the B vitamins (thiamin, riboflavin and niacin) and C. There's a great deal to be said for both these vegetables...it's up to you.

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PROGRAM NOTES

Point-less Prunes and Raisins

More raisins in cakes, cookies and desserts...more stewed prunes, prune whip, and other favorite prune dishes...that's what the temporary removal from the ration program of these two popular dried fruits means. FDA recently announced the release into commercial channels of more than $17\frac{1}{2}$ thousand tons of raisins and nearly $13\frac{1}{2}$ thousand tons of dried prunes. These had been held by packers under provisions of Food Distribution Order No. 16, reserving the entire 1942 production of these dried fruits, with provision for releases to civilians. There have been previous releases of approximately 113 thousand tons of raisins and 89 thousand tons of dried prunes.

An Extra Pound of Protein Food Per Day

A flock of 15 Rhode Island Red hens and 50 baby chicks has been on display in the patio of the Department of Agriculture building in Washington recently, as the feature of an exhibit of backyard poultry raising. The poultry specialists of the Department say that this can be duplicated by any family under average conditions, and that this number of hens and young chicks, as they develop, will provide an estimated 372 pounds of eggs and dressed poultry meat, without reducing the size of the laying flock by a single hen. This means the addition of a pound of fresh protein foods daily to that which is available under meat rationing. This calculation assumes minor losses of about 5 birds among the baby chicks and laying flock. Superior stock will exceed the 372 pound total, especially in eggs, and even birds of only fair quality, kept by inexperienced persons, should yield at least two-thirds as much.

More Waste Fats Needed

The Salvage Division of WPB appeals for more waste fats from the kitchen... you might make this appeal a regular feature of your program. The report for January showed a collection of almost 6 million pounds, an increase of nearly 900,000 pounds over December 1942. Even this however, fell far short of the monthly quota of over $16\frac{1}{2}$ million pounds. Waste kitchen fats yield 10% glycerine, and glycerine is one of our most vital war needs. Every homemaker should get the maximum food value from kitchen fats, of course, particularly in view of butter and fat rationing, but a special effort should be made to turn over to the butcher every ounce of fat which is not needed for household use.

FOOD DISTRIBUTION ORDER NO. 46 -- OILS

Under this order, importers of cocoanut, babassu and palm kernel oils or oil-bearing materials from which these oils are produced, must continue to set aside 25% of their imports to be used for war purposes at the Government's direction. This order continues, unchanged, the provisions of WPB Order M-60a, and will be administered by FDA. These oils came largely from the Philippines and Brazil, and naturally, the war has cut down their importation. War needs to date have been met almost entirely from the supplies already in this country.

In addition to their direct war uses, these oils are valuable for their high content of glycerine, which is obtained as a by-product in soap manufacture. Glycerine is needed not only for explosives, but it plays a large part also in the operation or production of gun recoils, hydraulic equipment, pumps, ships' steering-gear, compasses, depth charge release mechanisms, and medicine, including the tannic acid salve used in treatment of burns.

HONEY

Regulations limiting the amount of honey used in making other food products have been transferred from the WPB to FDA under FDO 47. During the three month period ending June 30, and during each three month period thereafter, food manufacturers may not use in making other food products more than 600 pounds of honey or 120 percent of the amount so used during the corresponding three month period of 1941, whichever is greater. The order also requires anyone buying more than 10,000 pounds of honey in one month to use in manufacturing, to report such purchases to the FDA within 10 days.

A MORE EVEN FLOW OF MEAT UNDER RATIONING

The requirement that livestock slaughterers set aside a certain percentage of their production for purchase by the Government has been suspended indefinitely to facilitate a more even flow of meat under the rationing program. In other words slaughterers will be able to deliver up to their full quotas for civilian use and civilian supplies will be given a chance to catch up with demands under the rationing program. So, Food Distribution Order No. 28 which required slaughterers to set aside for the Government a large percentage of their meat regardless of the amount they produced, is out the window until further notice.

Along with this action came the issuance of FDO 48 which limits the quantities of certain meats which federally inspected slaughterers may hold in storage. Consequently, after federally inspected slaughterers have filled their civilian quotas they will have to make the remainder of their production available to the Government instead of holding it in storage. These slaughterers after April 17, will not be permitted to have on hand more pork and beef, frozen, cured, or in-cure, than they had when they figured their inventories at the end of their second quota period under the meat restriction order. Slaughterers without quotas may not keep more meat on hand than they had on either March 27 or April 3, this year. This limitation on inventories is temporary and will be replaced by a more permanent form of control.

Suspension of the set aside order on meat will not affect civilian quotas under the meat restriction order. Slaughterers are still limited in the amount of meat they can deliver for civilian consumption.

AMENDMENT NO. 1 TO FDO NO. 11

Milk for consumption in factories, schools, offices, on playgrounds and in similar places may be bought in less-than-quart containers beginning April 12. Food Distribution Order No. 11 as originally issued prevented such sales being made in less-than-quart size containers. The order has also been amended to allow stores, restaurants, hotels and similar establishments to change their two allowable sources of supply every three days. The amendment says that these establishments are limited to purchase of bottled ~~and~~ bulk milk and cream from not more than two handlers in any three consecutive days, instead of during any calendar month as was the case before the amendment was issued. These establishments are prohibited from refusing delivery of milk or cream they have previously ordered and from returning or offering to return milk or cream previously delivered to them.

Rural areas and incorporated places under 5,000 in population are exempt from the restrictions of the order and processors and pasteurizing handlers of milk may purchase from any number of sources in all areas.

SHOPPING BY POINTS

The Bureau of Human Nutrition and Home Economics makes several suggestions about shopping under rationing, which we believe you will like to pass along to your listeners. They warn that a haphazard method of shopping is out for the duration of rationing if families are to be well-fed, and point out that every homemaker's responsibility to feed her family well has become a real patriotic duty. First, the table of ration points which every woman probably clipped from her newspaper should be kept handy in the kitchen. Second, a shopping list of both pounds and points should be prepared before going to the market. This list should be made flexible, by noting alternates of equal point value for second choice, in case the first choice isn't available.

An interesting survey was made last Spring, before rationing, of the eating customs of families at different income levels. This showed that the food now sold under red-stamp rationing would have amounted to 81 points weekly for the low-income family of four, and 100 points weekly for the middle-income family. With only 64 points a week to spend, both those families will have to follow a far different purchasing pattern for meat, canned fish, cheese and fats this Spring. And as a matter of fact, the more money they have to spend for food the greater the necessary adjustment will probably have to be.

Butter at 8 points a pound will doubtless be reserved for spreading on bread...the other fats will prove satisfactory alternates for cooking or frying, and will save 3 points on every pound. As a flavoring for many things, salt pork at 4 points a pound will serve nicely for bacon at 8 points. The variety meats, high in nutritive value and low in points, will appear on the dinner table more frequently than they have in the past. Portions of meat might well be cut down in size, but the clever meal-planner will make them appear larger by extending them with bread, cereals, beans and other vegetables.

By choosing carefully, the Bureau feels that a family of four can get an average (perhaps more, though sometimes less) of 4 pounds of rationed fat, $\frac{1}{2}$ pound of rationed cheese, and 6 or 7 pounds of rationed meat, including canned fish, with their 64 points. By adding poultry, fish, eggs and soft cheeses, all unrationed, there needn't be any question about the adequacy of this diet with respect to meat and fats.

Here are four weekly shopping lists, figured by pounds and points, for a family of four. Two are fairly low in cost, and two a bit higher. These ideas may be of real help to some of your listeners in getting into the swing of shopping with a ration book.

Low-Cost Menus

1st Week

	Ration points	Suggested meat, fish, and cheese dishes
1 lb. 2 oz. round steak.....	9	1. Swiss steak and onions
1 lb. hamburger.....	5	2. Chili con carne
3 lb. beef heart.....	12	3-4. Braised stuffed heart (2 meal
		5. Heart & vegetable turnovers
2 lb. pork liver.....	10	6-7. Stuffed pork liver loaf
		(2 meals)

(more)

1 lb. 8 oz. fresh fish.....	0
1 lb. American cheese.....	8
1 doz. eggs.....	0
1 lb. oleomargarine with Vitamin A added.....	5
3 lb. lard or other shortening..	15
Total.....	64

8. Baked fish and vegetables
9. Macaroni and cheese
10. Baked rice, tomatoes, and cheese
11. Onion soup and grated cheese

<u>2nd week</u>	Ration points
4 lb. neck of lamb (bone in)....	16
4 lb. pork spare ribs.....	16
2 lb. beef kidney.....	8
1 lb. cottage cheese.....	0
1 doz. eggs.....	0
1 lb. butter.....	8
1 lb. salt pork.....	4
1 qt. salad and cooking oil.....	12
Total.....	64

- Suggested meat, fish, and cheese dishes
- 1-2. Lamb stew with dumplings (2 meals)
 - 3-4. Spare ribs and sauerkraut (2 meals)
 - 5-6. Kidney and vegetable pie (2 meals)
 7. Baked cottage cheese & noodles
 8. Cottage cheese & spring vegetable salad

Moderate-Cost Menus

<u>1st week</u>	Ration Points
5 lb. leg of lamb.....	30
1 lb. beef brains.....	3
5 lb. roasting chicken.....	0
1 lb. American cheese.....	8
1 lb. butter.....	8
3 lb. lard or other shortening..	15
Total.....	64

- Suggested meat, fish, and cheese dishes
- 1-2. Roast lamb with mint stuffing (2 meals)
 3. Thick vegetable, lamb, and barley soup (roast lamb & bone)
 4. Scrambled brains with eggs
 - 5-6. Roast stuffed chicken (2 meals)
 7. Noodle soup (chicken carcass)
 8. Cheese fondue
 9. Cheese and bean loaf

<u>2nd Week</u>	
2 lb. boneless shoulder of veal.	16
1 lb. veal liver.....	8
1 lb. scrapple.....	4
1 lb. club steak.....	8
3 lb. fresh fish.....	0
$\frac{1}{2}$ lb. cream cheese.....	0
1 lb. butter.....	8
1 lb. bacon, sliced.....	8
1 qt. salad or cooking oil.....	12
Total.....	64

- 1-2. Stuffed roast veal shoulder
3. Braised liver and onions
4. Fried scrapple
5. Broiled steak and onions
6. Planked fish & vegetables
7. Creamed fish & eggs on toast
8. Fruit & cream cheese salad
9. Cream cheese & olive sandwich
10. Scrambled eggs and bacon
11. Broiled mushrooms and bacon

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LIBRARY
CURRENT SERIAL RECORD
JUL 22 1943

Radio Roundup

on food...

A Service --
For Directors of Women's Radio Programs

Dallas, Texas
April 17, 1943
No. 46

"E" FOR EXCELLENCE IN FOOD PROCESSING

As you've doubtless heard, food processing plants, whether large or small, are now eligible for the Army-Navy "E" provided they meet the very high standards of excellence prescribed. Quantity and quality of production, in the light of available means, are prime factors in considering food processing plants for this award. Recommendations may come from FDA's Dallas regional office, the Army and Navy Boards of Production Awards will consider them, and recipients will be notified formally by the War or Navy Department.

You've probably seen the swallow-tailed flag with the large letter "E" in the center, surrounded by the yellow wreath. Did you know, however, that employees of the winning company also may wear the award? Each is presented with an Army-Navy lapel pin, similar in design to the flag.

The history of the "E" award is interesting...it's been given by the Navy since 1906 to units of the fleet that surpass all others in performance of duty. The unit may keep the "E" only as long as it excels all others. In the same way, the "E" award to a food processing company will not be permanent, because if the Boards find that a company has not succeeded in upholding the standards, that company will lose the right to fly the award flag until the standards of excellence have been met again.

The Army and Navy wanted to recognize the high responsibility of American industry, and even before Pearl Harbor, the system of awarding the Navy "E" was inaugurated. This award was bestowed on plants that showed marked superiority in the production of naval equipment. In the summer of 1942, the joint award, showing approval of both Army and Navy, was established. The traditional "E" for excellence was selected as the symbol by which the men and women of industry become associated with the men and women of the fighting forces in the common task. Since the armed services consider food a powerful weapon of war, it's fitting this recognition be given to those who do outstanding work in producing food in its final form.

US Department of Agriculture
Food Distribution Administration

MEAT GRADES, 1943 VERSION

Tell your listeners it's up to them to become informed on the subject of meat grades if they're going to cooperate with Uncle Sam's efforts to protect them. Last week's RADIO ROUND-UP carried a list of the grades into which beef, veal, lamb and mutton are now divided. You might like to mention that the elimination of Prime grade really doesn't mean a loss to the consumer, since that grade has been put in with Choice. The quantity of prime meat available always has been limited (less than 1%), since most of it went to exclusive hotel, restaurant and club trade.

The grading requirements will protect consumers who've been paying Prime or Choice prices for meat, which, perhaps, actually would grade only Good. Tell your listeners to look for the familiar ribbon stamp, which runs continuously along the whole cut of meat, or the smaller, letter grade stamp, which appears on the wholesale cut only. In this case, by the way, there will be retail cuts where the grade mark will not appear. Therefore, it will be well for the purchaser to remember that her best assurance of getting meat which conforms to grade requirements is to deal with the familiar, reliable butcher. In the past few months many a new store has opened on a side street, or on the outskirts of town, where the ancient legal phrase, "caveat emptor"...let the buyer beware... might well apply.

MEAT RETAIL CEILINGS SUSPENDED BY OPA

OPA announced this week the effective date of the new dollars and cents ceiling on retail beef, veal, lamb and mutton prices was suspended for one month to permit a reexamination of the prices in the light of the recent presidential order to "hold the line".

The regulation, as you know, was issued prior to the President's executive order and was to have taken effect, April 15. The postponement until Monday, May 17, makes possible a full re-examination of the ceiling to insure they are in accord with the directive requiring a tight holding of the line on the cost of living items.

OPA regional and district offices are being instructed to make an immediate check of the new retail ceiling against retail prices in effect at the time of the President's order. On the basis of these surveys together with trade meetings which will be called immediately by the OPA they will determine whether revisions are needed.

Meanwhile until the dollars and cents ceiling becomes effective, retail meat stores will continue under existing ceilings.

The new retail ceilings on beef, veal, lamb and mutton are the second of OPA's major dollars and cents regulations on important cost of living articles at consumer level.

Retail price ceilings on pork are not affected by this action.

THE COVER OF WAR RATION BOOK TWO

How many of your listeners do you suppose have read all the fine print on the cover of War Ration Book Two? Have you done this yourself? We think everybody should be familiar with all that's printed there, and we realize it's a very human trait to ignore a lot of fine print on anything. Therefore, we're presenting it right here and now, for your consideration and guidance. On the front cover, under your identification, is a section headed "Warning," with the following:

1. This book is the property of the United States Government. It is unlawful to sell or give it to any other person or to use it or permit anyone else to use it, except to obtain rationed goods for the person to whom it was issued.
2. This book must be returned to the War Price and Rationing Board which issued it, if the person to whom it was issued is inducted into the armed services of the United States, or leaves the country for more than 30 days, or dies. The address of the Board appears above.
3. A person who finds a lost War Ration Book must return it to the War Price and Rationing Board which issued it.
4. Persons who violate rationing regulations are subject to \$10,000 fine or imprisonment, or both.

Turn to the back cover now, and note the following under "Instructions":

1. This book is valuable. Do not lose it.
2. Each stamp authorizes you to purchase rationed goods in the quantities and at the times designated by the Office of Price Administration. Without the stamps you will be unable to purchase those goods.
3. Detailed instructions concerning the use of the book and the stamps will be issued from time to time. Watch for those instructions so that you will know how to use your book and stamps.
4. Do not tear out stamps except at the time of purchase and in the presence of the storekeeper, his employee, or a person authorized by him to make delivery.
5. Do not throw this book away when all of the stamps have been used, or when the time for their use has expired. You may be required to present this book when you apply for subsequent books.

Then, at the bottom of the back cover, without any heading, the following explanation of the need for rationing appears:

Rationing is a vital part of your country's war effort. This book is your Government's guarantee of your fair share of goods made scarce by war, to which the stamps contained herein will be assigned as the need arises.

Any attempt to violate the rules is an effort to deny someone his share, and will create hardship and discontent.

Such action, like treason, helps the enemy.

Give your whole support to rationing and thereby conserve our vital goods. Be guided by the rule:

"If you don't need it, DON'T BUY IT."

In our opinion, too much cannot be said to impress upon consumers the importance of the last few statements.

RETAIL PRICE CEILING ON SEVEN FRESH VEGETABLES ESTABLISHED

The Office of Price Administration announced retail price ceiling for seven fresh vegetables, first controlled in early March, will be established starting April 22 by uniform mark-ups over the retailers net cost. The vegetables are: Cabbage, Carrots, Lettuce, Peas, Snap Beans, Spinach and Tomatoes.

FOOD DISTRIBUTION ORDER 49 - POTATOES

In an effort to meet the governments pressing requirements for old stock potatoes, the war food administration this week started a program to enable government procurement agencies to obtain urgently needed supplies and help provide growers with sufficient seed to meet increased 1943 goals.

Action was contained in food distribution order 49 effective immediately in Maine. Under the order each shipper in Maine will be required to obtain a permit before making any truck or rail shipment. One-third of the nations present supply of old crop potatoes, between 5,000 and 7,000 cars, are now in Maine.

To obtain a permit, the shipper must offer to sell to federal agencies the entire quantity for which the permit is requested. Government purchases will be used in meeting the most pressing requirements. The portion of the supply not purchased will be released promptly for commercial shipment.

Agencies eligible to purchase the remainder of the 1942 Maine potato crop are the FDA and U. S. Army. The order provides exceptions for the shipment of certified seed potatoes and selected seed on permits to be issued by the director of FDA.

While the supply of the new crop of potatoes is somewhat greater than normal, old crop supplies have been reduced faster than usual as a result of increased demands. A tight supply situation on potatoes is expected to continue through May, temporarily necessitating smaller consumption by civilians. Urge your listeners to buy only for immediate needs, since old potatoes do not keep well and new potatoes will be coming on the market in greater supply.

HOME CANNING NEWS

The Truth About Sugar

As you've doubtless heard, OPA has announced that sugar for canning will be ration-free this year. No point stamps will be required for those extra pounds of sugar homemakers will need to turn fresh fruits and vegetables into supplies for next winter. The procedure for getting canning sugar will probably be about the same this year as last, and you'll probably want to watch for announcements concerning this to pass on to your listeners.

USDA Recommends Steam Pressure Canner

There's much discussion these days as to the relative merits of the steam pressure method (especially since the supply of canners will be limited) and the boiling water bath method of canning vegetables. USDA states the use of the steam pressure canner is the only method it can recommend for the canning of beans, peas, corn, spinach, other greens, asparagus, and all the other non-acid vegetables, also meats and poultry.

Certain spoilage organisms, as well as the spores of *Bacillus botulinum*, are not readily killed at boiling temperatures in non-acid foods, but they are destroyed by the high temperatures developed in a pressure canner correctly used. These botulinum spores, if not destroyed, may grow and generate a fatal poison. The non-acid vegetables, when processed by the boiling water bath, can contain botulinus toxin, even if there are no signs of spoilage. As you probably know, such foods should be brought to a boil and boiled for at least ten minutes after the can or jar is emptied, before they are even tasted. If there are evident signs of spoilage, however, the food should not be eaten at all.

In acid products, such as fruits and tomatoes, rhubarb, and pickled beets, however, botulinum spores are made harmless or destroyed by boiling temperatures, and these foods can be safely canned by the boiling water bath method.

USDA has made the statement regarding steam pressure canning in response to many requests from those interested in the canning of Victory Garden products. The Department feels it can recommend only methods considered universally safe, since its published material is used in all parts of the country.

This information might well be broadcast frequently, both before and during the canning season.

PROGRAM NOTES

Snap Beans

The price of canned snap beans should remain the same...no increase for the homemaker is likely. OFA has established dollars-and-cents maximum prices per dozen cans at levels approximately those of 1942. The USDA program which absorbed an increase in the farmer's price for beans made this possible.

Carrots

Referring again to carrots (last week's RADIO ROUND-UP gave you considerable information about carrot prospects), we suggest you recommend this vegetable frequently to your listeners. The crop now moving to market is very large in size and excellent in quality, and they'll doubtless find that carrots will stretch both the point budget and the money budget. Suggest the use of carrots by themselves, or in combination with other foods, to take the place of scarcer foods.

Seeds

Did you know that farmers in Allied countries already have produced substantial quantities of food from American-grown vegetable seed...that American soldiers in isolated sections of the world are producing some of their own food from vegetable gardens they've made themselves? Our deliveries of agricultural commodities for shipment to the Allies during February included more than 12 million pounds of seed, and it's estimated that we'll ship them about 55 million pounds of vegetable and field seeds during 1943.

Food in Glass

When you looked over the shelves of your favorite food store last year, did you have any idea that there were several thousand designs of glass jars in use? Things will be different from now on...WFB has announced the standardization and simplification of glass containers, and the number provided will be approximately 90, which will mean a tremendous saving in labor and material. It's estimated that about 860 million, 20% more than were made in 1941, can be made on existing equipment.

DALLAS, TEXAS
April 24, 1943
No. 47



Radio Round-up

on food...

For Directors of
Women's Radio Programs

HOME DEHYDRATION OF FOOD

Secretary Wickard on the Farm and Home Hour Friday, April 16, said full use of products from Victory Gardens calls for the canning, drying, and storage of as much as possible. The Secretary went on to say, "The Department is now working on a program to obtain material for the manufacture of as many home dehydration units as possible at this time. If necessary materials are available and can be spared from other urgent war needs, it is our hope to see dehydrators designed for home use in operation this season."

According to information from the Division of Household Equipment, Bureau of Human Nutrition and Home Economics of USDA, a number of commercial companies already have dehydrators built and tested, and are ready to go into production as soon as materials are released. Following is a list of questions and answers based on information supplied by this division, which may help you in planning programs on home dehydration:

Q. Can you dehydrate foods at home successfully?

A. Yes, with proper care. For drying, as for other types of food preservation, fresh foods direct from the garden make the best products.

Q. How do dehydrated foods compare with other home processed food?

A. Home dehydrated foods may not be as good in nutritive value or as palatable as canned and frozen foods, but they are satisfactory. Dried foods are a type of food in themselves and should not be judged on the basis of flavor and texture of foods preserved by other methods.

Q. Why is drying more successful now than it was in the past?

A. 1. Improvement in home drying equipment.

2. Increased knowledge of the importance of adequate blanching or sulphuring before drying as an aid in preserving flavor, texture, and color, and improving storage qualities.

3. Drying to a lower moisture content which improves the storage qualities.

US Department of Agriculture

Food Distribution Administration

- Q. Will equipment made of strategic materials be made available for home-size dehydrators?
- A. At the present time there is very little of this equipment on the market. If homemade dehydrators are to be built, materials will have to be allocated or parts assembled from other equipment such as electric fans, portable fractional horsepower motors, or heating elements from electric brooders.

Q. Will plans be made available for home dehydrators?

- A. The U. S. Department of Agriculture will soon have blueprints for several dehydrators. The Tennessee Valley Authority, the Rural Electrification Administration and many State Agricultural Colleges also have plans.

Q. What is the cost of building a dehydrator at home?

- A. This depends on the usable material on hand and whether or not labor costs are involved. If built by the user, and all materials purchased, prices would range from \$5 to \$50 depending on the size and design.

Q. What are the advantages and disadvantages of different types of dehydrators?

A. Electric: Advantages

It gives the best food product because temperature can be thermostatically controlled and forced circulation can be used. It requires the least attention and is no flame hazard.

Disadvantages

It requires more strategic materials than other types and is the most complicated for home construction. It is more costly to build and is slightly higher in operating cost.

KEROSENE: Advantages

It produces about the same quality dried product as top-of-stove but provides for larger quantities. It is the simplest to build and least expensive to operate.

Disadvantages

It requires a heater in reasonably good condition and well cared for and requires frequent changing of trays at regular intervals. It requires considerable attention in adjusting the flame and the longest time to dry.

TOP-OF-STOVE (insulated cabinet type) Advantages

This is the least expensive to construct, can be used with regular cooking stove and the quality of the product is the same as with kerosene.

Disadvantages

It is limited in capacity, requires frequent changing of trays, and is a possible fire hazard. Removal from stove during meal preparation is necessary unless on a coal or wood stove, then it must be moved to back.

Additional information may be obtained by writing to the Division of Publications, U. S. Department of Agriculture, Washington, D. C. for Drying Foods For Victory Meals. Your local home demonstration agents, will be able to give you advice concerning home dehydration in your own community.

NOTE: Attached supplement covering methods of cooking dehydrated foods.

HAVE YOU GONE HUNGRY LATELY?

When the harassed homemaker is trying to figure the best way of spending her ration points...or hunting for the practically non--existent potato...or wondering what to use to take the place of some other fresh vegetable or fruit which is temporarily short...she probably feels a bit sorry for herself. Chances are she's in what might be called a black-market-mood! She's trying to drown out that little voice of conscience which tells her she has no right to pay over the ceiling price to get something she wants...or to take that extra can of fruit which the occasional grocer will slip into her basket without benefit of point stamps...or to swear she's going to use that peck of potatoes for seed, when she knows very well they're going right onto her dinner table.

Why don't you present for her consideration a few of the following facts and figures?

Rationing in Greece is practically non-existent...there isn't enough food to ration. Not even the monthly shipments of Red Cross food and Canadian wheat amount to enough to permit rationing, with the exception of bread, which is now slightly more than two ounces a day per person. Yugoslavia gets 20 ounces, Belgium 55, Czechoslovakia 62, the Netherlands 63, Luxembourg 70, Denmark 82, and France 60. In many of the countries where the bread ration is larger, however, bread takes the place of more nourishing diet items, so that's no indication of a good food supply. Greece gets only the small Red Cross shipments of meat, butter and fats, milk, and vegetables. Small quantities of green vegetables and fruit are to be had intermittently in certain localities.

Butter is so scarce in occupied Europe that its place is generally taken by other fats. The ration for all fats in France is $2\frac{1}{2}$ ounces per week; it ranges from there up to $10\frac{1}{2}$ ounces in Denmark.

In most of occupied Europe, milk in any form is so scarce that it either is rationed, or is given only to children...skimmed milk at that.

Small quantities of substitute coffee, from 2 to 3 ounces a week, are available to the average consumer in occupied countries. The ration in France, however, is only $1\frac{1}{4}$ ounces. Sugar rations range from $4\frac{1}{2}$ ounces in France to $10\frac{1}{2}$ in Denmark.

The British commonwealth of nations is much better off, of course, and food rationing depends on the supplies available in particular countries. Only sugar, coffee and tea are rationed in all of them. Milk is rationed only in the United Kingdom, where it is distributed after "priority" groups have been served. $2\frac{1}{2}$ pints a week is the fluid milk quota for a person without priority, but they make wide use of powdered milk for cooking. There also canned vegetables and fruit, dried and split peas, dried beans, breakfast cereals, rice, figs, prunes and plums are distributed on a point rationing basis. Meat rationing in Britain is based on prices...currently it amounts to about 23¢ worth of meat a week. This provides about 20 ounces of assorted meats, on the average, and in addition, four ounces of ham or bacon may be secured. The fats ration of the British is 8 ounces a week...2 ounces of which may be taken in cooking fats only, and 2 ounces in butter.

In Free China, food is so scarce it cannot be rationed. 168 ounces of rice per week are allowed to soldiers.

WORKING TOGETHER TO WIN

Here's an angle for you broadcasters to consider...recommendations for you to make to your listeners of ways in which they can work together to help win the war. Tell them to get acquainted with their neighbors...whether those neighbors live in the next house, the adjoining apartment, or miles away on the nearest farm. No matter how rugged an individualist a person is, wartime is the time for community or neighborhood cooperation, because that's often the simplest and most effective way to get things done. Farmers are using their individual initiative to think out ways to help each other. They're lending farm machinery, salvaging parts of old equipment for their neighbors to use, pooling cars, swapping labor. They're really following the example of the frontier families who banded together for the common defense in times of peril. The solution of many problems is much simpler than that of the farm machinery shortage. For instance, one young mother might elect herself to be a one-woman nursery school, and take care of all the neighborhood babies while the other women are working away from home. Or a neighborhood meeting can be held to decide who should specialize on what in home gardens...each person to grow what he or she does best with...and then arrange for a swap as the crops come along. In many areas, the county home demonstration agents can be of much help in setting up such a project.

Many a town family will be working its Victory Garden this year and neighbors can work together to save money and materials. Two families ought to be able to arrange their garden schedules so they can share the same garden tools...and they too, will find that they can share their crops through exchange. Sharing experience is another reason for getting together over town gardens. Veteran gardeners have the opportunity of a lifetime to show the rookies how to make vegetable seeds grow to look like the pictures in the seed catalogues!

Town and country are coming closer together as they join in the fight against food shortages. The Women's Land Army already is in the process of organization, and is scheduled to help tremendously in supply farm labor. A county in Indiana has organized what they call a "Women's Relief Battalion" to answer emergency calls from farmers to help with the crops. Each work crew in this battalion will have for a leader a woman who once lived on a farm. The President of the General Federation of Women's Clubs has asked all federated clubs to stay in session this summer, which means 2½ million women on the alert to help with the food production fight.

Announcements and other information will soon be coming your way about plans for organizing the U. S. Crop Corps. Radio's part in this campaign has been cleared with OWI. We hope you will cooperate with the local Extension Service agents who will handle Crop Corps recruitment and placement in your area.

This process of getting together won't stop at the harvest...there will be food to preserve, of course, by canning and drying. That means that veterans will have to help novices, and that pressure cookers and home dehydrators will have to be shared. Every man, woman, and child who's helping in the production of food must use food wisely and conserve it to win the war.

PROGRAM NOTES

Coffee Stamp 23

It might be well to remind your listeners that the new coffee ration period, covered by Stamp 23, runs from April 26 through May 30. The OPA Administrator states that coffee drinkers can be positive of coffee rations at the present rate, and can even hope for a more liberal ration before long.

Tops for Food Jars

Tops may be available during the canning season for all the glass jars homemakers are saving these days. It isn't really safe though, to promise that special lids for the small size jars will be available, since wartime situations may develop which will prevent these plans from being carried through. Suggest that women continue saving the jars in which commercially packed foods come, however, because those without the standard-size openings may be used for jams and jellies which can be sealed with wax, and covered with a lid that is not air-tight.

Facts About Fish Cookery

From that new Fish & Wildlife Service bulletin "Wartime Fish Cookery", (mentioned in RADIO ROUND-UP of March 20), come a few hints which you may like to pass on to your listeners.

Servings of fresh or frozen fish products are generally based on portions of one-third to one-half pound of the edible part per person.

Many people believe that eating sea foods in combination with milk or milk products will result in illness. This is a fallacy, of course, since for many generations now, fish chowder, oyster stew, creamed fish, and a variety of other fish dishes using milk have remained popular. If illness should result from such combinations, it is only reasonable to suspect that at least one of the ingredients was either spoiled or contaminated, and not fit for food.

To remove any fish odor, wash hands or dishes in strong salt water, and rinse them well before using soap.

Point Value Bargains

Being business women yourselves, you broadcasters probably already have rejoiced over the recent cut in point value of those two meal-time life-savers... frozen foods and canned soup. It's comforting to have a few packages in the freezer of the refrigerator, and cans on the pantry shelf, to help out those nights when you're later than usual getting home to start dinner. These days, when women are working at all hours of the day or night, you're almost sure to catch a number of them at any broadcast time, and suggestions about getting meals in a hurry are sure to be appreciated.

EATING RIGHT

The importance of proper nutrition cannot be stressed too strongly or too often. Be sure your listeners are well acquainted with the seven basic food groups, outlined in RADIO ROUND-UP on April 7. You've doubtless been reading about them...those of you who are home economists are familiar with the general classifications anyway, of course. You'll want to cooperate with the Wartime Food Demonstrations which are to be held all over the country under the auspices of local Defense Councils. These will help to introduce new foods into regional and racial diets, check food waste, and make the best possible use of available foods.

Your listeners will doubtless be interested in the comments on the effect nutrition has had in a number of large manufacturing plants which have established food service, according to the recommendations of the Government's Nutrition in Industry Division. One plant reported that production increased 10% due to improvement in morale in the first two weeks this food service was set up. Another stated that absenteeism was cut 19% in the first four months following installation of a food program. This included the serving of Victory Lunch Specials providing adequate meals supplying more than one-third of the daily food needs. The cafeteria manager of a large airplane factory stated that they're meeting the need for changing food habits necessary under wartime rationing by serving more raw vegetable salads, more fresh vegetables and fruit, and milk, as well as weekly meat conservation lunches.

FOOD DISTRIBUTION ORDER 50 -- Wool

To assure the effective distribution of wool for the fulfilment of war and civilian requirements, all wool which has not been sold by producers prior to April 25 must, with certain exceptions, be sold to and purchased only by the Commodity Credit Corporation.

FDO 50 applies to both shorn and pulled domestic wool. The wool will be purchased through handlers on the basis of ceiling prices, less handling costs. It will then be sold to manufacturers at ceiling prices.

A regional wool appraisers office has been established at 415 South Monroe Street, San Antonio, Texas. Earnest Woodward is in charge. He will have complete charge of appraisal committees in this area. These committees will be made up of wool men borrowed from established houses.

SUPPLEMENT FOR RADIO ROUND-UP

ON FOOD -- 4/24/43

From Bureau of Human Nutrition and
Home Economics

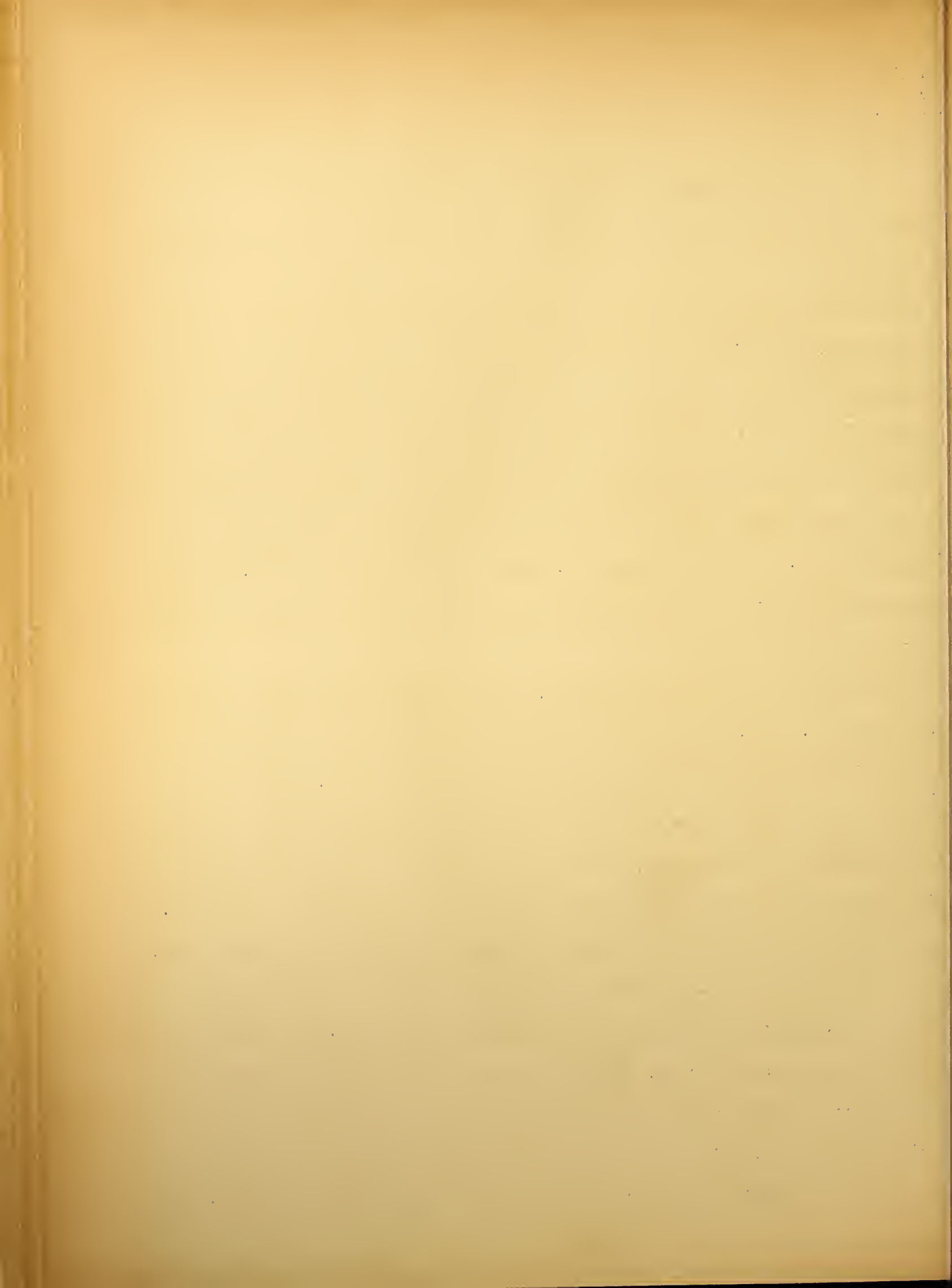
DIRECTIONS FOR COOKING DEHYDRATED VEGETABLES

The general principles to keep in mind when preparing dehydrated vegetables are: (1) Soak just long enough to plump, (2) Cook in the water in which soaked, (3) Simmer rather than boil, (4) Cook only until tender, (5) Use any left over cooking water, and (6) Season or combine in any recipe calling for the cooked vegetables.

Most dehydrated vegetables are improved by soaking, especially snap beans, dried beans, corn, potato slices or dices, squash, mushrooms, and tomatoes. The length of soaking is undoubtedly dependent on such factors as size of pieces, moisture content, variety of vegetable, stage of maturity when dried, the drying process and upon personal preference. Diced beets are plump in much less time than sliced beets.

Some dehydrated vegetables, however, require no soaking. Leafy vegetables such as spinach, kale, beet greens, and turnip tops may be dropped directly into boiling salted water and cooked in a covered pan until tender, about 10 to 20 minutes. Almost any shredded, finely cut or powdered vegetable, can be cooked without preliminary soaking. Some prefer the texture of cabbage soaked before cooking while others prefer the texture obtained without preliminary soaking.

Dehydrated vegetables may be put to soak in either cold or boiling water. The amount of water to use in soaking vegetables should be barely enough to cover the vegetable. There should be a sufficient amount of water for reabsorption and cooking but not a great excess. Gently press vegetables down in the water so floating pieces will be uniformly soaked with the rest. Keep the soaking period as brief as possible. Allow vegetables to soak only until they are plumped. Excess soaking results in a loss of flavor and aroma and provides an opportunity



for bacterial growth. When long soaking is necessary, as in the case of dried beans, let them stand in a cold place.

Salt may be added to vegetables during soaking, while cooking, or just before serving.

Vegetables which require soaking should be simmered in the soaking water in a covered pan until tender. Stir occasionally to keep from sticking. Add more water when necessary to keep from scorching. Ten to 30 minutes cooking is usually sufficient.

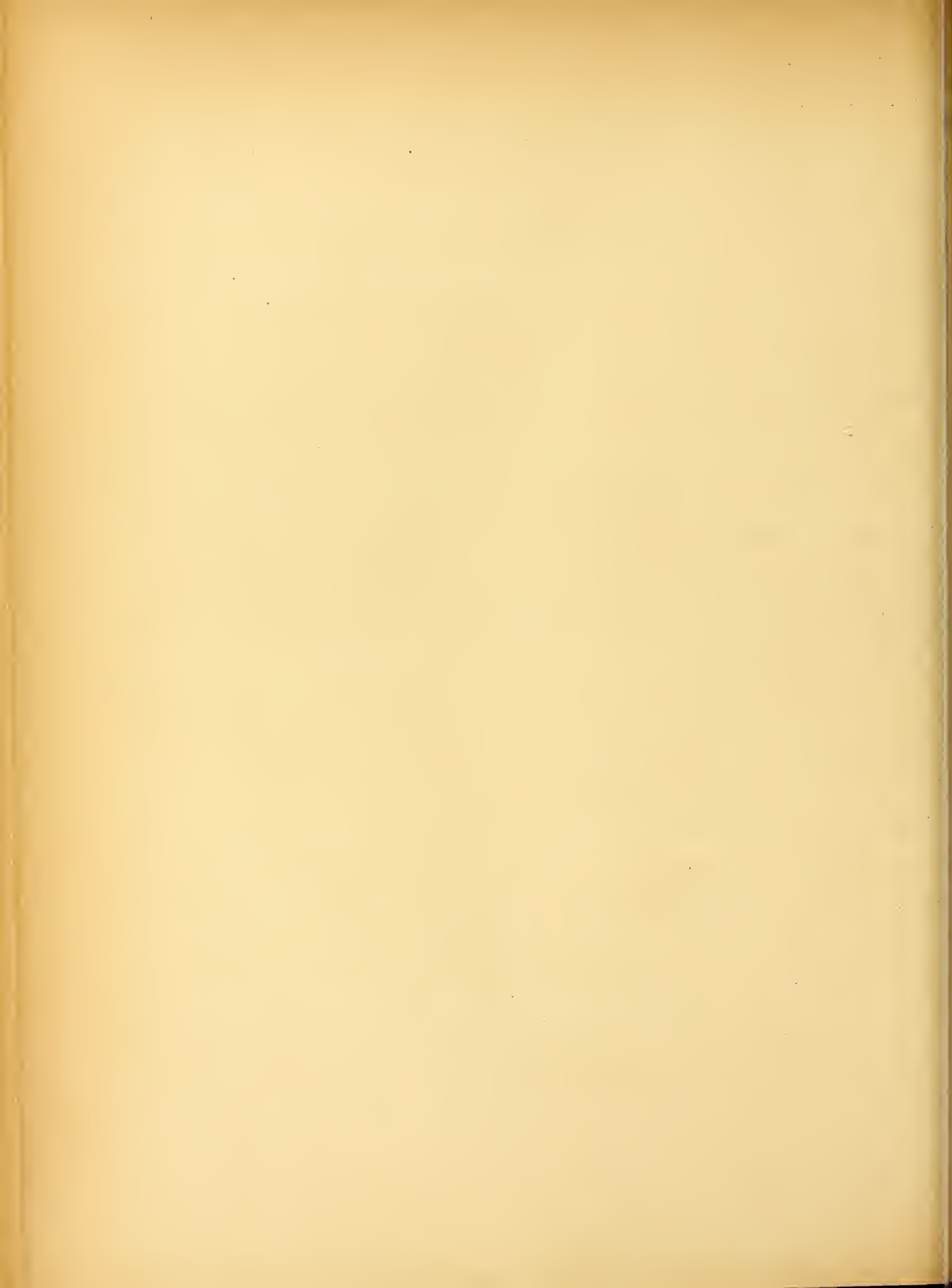
Some of the vitamins and minerals are soluble in water and therefore pass into the cooking liquid, making it desirable to use the liquid. It can often be used to advantage in sauces, soups, or gravies. Sometimes, the cooking water from some dehydrated vegetables may be so strong that it will be unpalatable although the vegetable itself is good.

Cooked dehydrated vegetables should be seasoned to taste and served or used in recipes just as any other cooked vegetable would be prepared.

Cooking Dried Fruits

Wash the fruit and cover with water. Soak about one hour. Longer soaking may be needed if the fruit is very hard and dry like sour cherries and blackberries. On the other hand, thinly sliced dried apples and apple flakes may require no soaking at all. Too long soaking draws out much of the flavor of the fruit.

For dried fruit sauce, keep the soaking short and the cooking slow. Make use of all liquid in which fruit is soaked.





LIBRARY
CURRENT SERIAL RECORD

3-1943

DALLAS, TEXAS

May 1, 1943

No. 48

Radio Round-up

on food...

For Directors of
Women's Radio Programs

DO YOU KNOW YOUR MEAT?

You probably were told, while you were growing up, that it's not always safe to judge by appearances. Certainly it isn't always a reliable means of arriving at a decision, as you've doubtless learned. Take the matter of picking out a good piece of meat, for instance...and these days we all want to make a choice that will give us full value for both our money and our point stamps. Suppose you were given your choice of three cuts of beef, and asked to select one without regard to price. The first cut is a bright red color, with an abundant coating of thick, firm, white fat and an extensive marbling of fat through the lean. Cut number two has a moderately thick fat covering, white or creamy white in color, and a moderately extensive marbling of fat through the lean...the color may range from pale red to deep red. Then there's cut number three, which has a slightly thin and creamy white covering of fat, with some marbling through the lean...the color may be anywhere from a light red to a slightly dark red.

If you're like the majority of the people with whom tests have been conducted, you'll choose the last of these three as the most desirable, largely because it has less fat than the other two. At the International Livestock Exposition in Chicago back in 1938, three such cuts of beef were shown, and over 1600 people asked to vote by ballot for their preference. Over 54% were in favor of the leanest cut shown, which would have graded Commercial to Good; 31% were in favor of the second best cut, which would have graded Good to Choice; only the remaining 15% picked the best, or Prime cut. Similar tests were made at other expositions, with similar results.

Possibly it will console many of your listeners, especially those who find limited stocks of meat in their butcher shops, to know that even if the very finest cuts of meat were available, the chances are about even that the average person wouldn't choose them, judging by appearance only.

US Department of Agriculture
Food Distribution Administration

KNOW YOUR GRADES

: *If U.S. Inspected and	:	: *If Graded according to	:	: NOTE:-	:
: Federally Graded, these	:	: Federal Grade but <u>not</u>	:	:	:
: words will appear:	:	: by a Federal Grader, these	:	: Beef, veal and lamb:	:
:	:	: letters will appear:	:	:	:
<u>BEEF:</u>			:	: Federally Graded	:
:	:	:	:	: but inspected by	:
: U. S. CHOICE	:	: AA	:	: city officials	:
:	:	:	:	: carry same <u>wording</u>	:
: U. S. GOOD	:	: A	:	: as U.S. Inspected	:
:	:	:	:	: and Graded, except	:
: U. S. COMMERCIAL	:	: B	:	: the "U.S." is	:
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: U. S. UTILITY	:	: C	:	: Inspected" is	:
:	:	:	:	: added.	:
: U. S. CUTTER	:	: D	:	: The same holds true	:
:	:	:	:	: for beef, veal and	:
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<u>VEAL & LAMB:</u>			:	: spected. It will	:
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: U. S. GOOD	:	: A	:	: dropped.	:
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: *These are the standard	:	: *These letters used by the	:		:
: grades formulated by the	:	: ^{Packers} USDA mean the meat is the	:		:
: USDA: 6 for beef, 5 for	:	: same standard as the cor-	:		:
: veal and lamb.	:	: responding Federal Grade.	:		:

PRICES AND POINTS

Prices and points must come down together...that's what an amendment to Ration Order No. 16 says. No. 16 is the important order on meats, fats, butter, cheese and canned fish, you know. This amendment provides that a retailer must lower the price of an item at least 25% below its established ceiling price before he may lower a point value. If the point value is lowered more than 25%, the selling price must be reduced proportionately below the ceiling. The retailer is not required in any case, however, to reduce the money price more than 50% below the ceiling. The ceiling and reduced money price must be posted along with the reduced point value.

For their own protection, it's well for consumers to be aware of this fact, and you'll probably want to incorporate it in some of your programs.

THE BLACK MARKET vs OUR SOLDIERS AND SAILORS

Does the black market in meat affect the meat supply for the Army and the Navy? The answer is YES. Army and Navy meat supplies depend on the fluctuations of the civilian market, and they are, therefore, subject to shortages brought about by black market operations. The Army buys for both services, which removes the element of competition for food by the two services. Both services, however, must guide their purchases by the quantities set aside for military use by the Food Distribution Administration, which of course, amounts to rationing.

The 1943 requirements of the Army alone are estimated at about 2-3/4 billion pounds, which figures out to slightly more than four-fifths of a pound of meat per day for each soldier...to this is added an allowance for loss from cargo ship sinkings, and other losses brought about by war.

The Army has to feed military personnel at home and abroad, and the Navy has the even more difficult task of provisioning ships on the seven seas. Supplies for the armed forces depend on well-balanced normal markets...black market operations, however, mean unbalanced markets. Therefore, civilian patronage of black markets in meat should be recognized for exactly what it is...one very effective means of sabotaging the meat supply of our own soldiers and sailors.

MORE SPICES FOR HOME CANNING Amendment No. 2 -- FDO No. 19

This year there will be an increase in home canning and preserving of products from Victory Gardens and expanded farm gardens. To prepare for the spice needs of these products, the War Food Administration announced wholesalers' and manufacturers' quotas of black and white pepper, cinnamon, and all-spice will be increased.

The quota for black and white pepper was formerly 45 percent of the corresponding quarter of 1941. Amendment No. 2 raises the quota to 60 percent. The quota percentage for cinnamon (cassia) was increased from 30 to 40 percent. As the supplies of all-spice--a spice produced extensively in the British West Indies--have recently increased, the quota level was raised from 100 to 115 percent.

However, there has been no change in the supply of black pepper and cinnamon, the spices normally obtained from the Far East. In order to maintain a desirable supply level, it is contemplated that the black and white pepper, and the cinnamon quotas will be reduced during the last two quarters of the year.

FOOD DISTRIBUTION ORDER 51 -- MOLASSES

Restrictions on deliveries and usage of edible molasses will be handled by the War Food Administration under an order transferring control of the product from WPB to WFA. Order 51, effective April 27, supersedes the WPB order issued January 1943. In general the order contains the same provisions as WPB's former Order M-54.

NEW CHEDDAR CHEESE GRADES ANNOUNCED

Tentative new U.S. standards for grades of American cheddar cheese have been announced by the War Food Administration. They are designed to clarify present standards by rearranging and only slightly revising specifications being used by the inspection service of the Food Distribution Administration. They will not significantly change the present procedure of grading cheese.

The tentative standards cover four U.S. Grades and a "No Grade" in accordance with the trend toward letter grades. The tentative standards provide for the use of either letter names or the names that have been formerly used for U.S. Grades. It will be optional with the producer or handler whether letter names or other names are used.

The tentative standards contain specifications for: fresh or current make, medium cured, and cured or aged cheese. For grading purposes, fresh or current make is considered to be cheese approximately one month old or less. Medium cured refers to cheese approximately one to five months old. And cured or aged cheese refers to cheese over five months old.

The standards are:

U.S. Grade AA, or U.S. Fancy: Free from defects in flavor, body and texture, and color, and practically free from defects in finish and appearance.

U.S. Grade A, or U.S. No. 1: May have minor defects in flavor, body and texture, color, and finish or appearance, but not present to the extent that the commercial or eating qualities of the cheese have been injured.

U.S. Grade B, or U.S. No. 2: May have pronounced defects that have affected and will further affect the eating quality as well as the keeping quality of the cheese.

U.S. Grade C, or U.S. Undergrade: May have serious defects and be of undesirable quality, but suitable in some channels of trade for immediate use. Will deteriorate rapidly in storage.

No Grade: Cheese that has deteriorated in quality because of defective finish, or that has extremely serious defects in flavor, body and texture, or color. It may or may not be edible.

NEW MEAT POINT VALUES

You've doubtless studied the new table of consumer point values for meat, fats, fish and cheese and are aware of the 25 reductions and the 16 increases, all of 1 point each. Inasmuch as most of the reductions are on veal and pork variety meats, you broadcasters can help by featuring these on your programs. Many homemakers consistently overlook their high nutritional value. They are excellent sources of high quality proteins, certain essential minerals and vitamins.

Liver, for example, is an important protective food. Pork liver, however, is not only more economical in price than calf liver, but contains Vitamin A, the three B Vitamins and iron. Recipes and suggestions for the use of all the variety meats should certainly form a part of your programs these days.

The reduction of salad and cooking oils from 6 to 5 points is also welcome news. So is the complete removal of the convenient bouillon cube from ration list.

The increase of one point on several steaks and roasts of beef, veal and pork makes these even more of a luxury for the average person, of course. The broadcaster who suggests the appetizing use of the cuts which are lower in point value as well as in price is doing listeners a real service.

PROGRAM NOTES

Rationing Reminders

While red stamps A through D expired on April 30, the E stamps, which became valid on April 25, can be used throughout the month of May. Some shoppers may be confused about this, and it will doubtless help them to have you explain it sometime during this week. One set of red stamps will become valid each Sunday during May.

Blue stamps G, H, and J are good throughout the month of May, and in case anybody's wondering what became of the letter I, you might explain that this was omitted from the series because of the possibility of confusing it with the figure 1. And don't overlook the fact that we're starting on the second page of blue stamps, on the right-hand side of the book. We'll hope nobody will be absent-minded about it and tear out the wrong stamps. Remember the storekeeper may not legally accept loose stamps, even if they were torn from the book through error. (This, of course, does not apply to the 1-point red stamps which sometimes are given in change.)

Earthenware to the Rescue

Ceramic bottle and jar tops are now being manufactured to take the place of critical materials formerly used for this purpose. A great many closures in the smaller sizes for prescriptions and drugs are needed, and a tremendous number for toiletries and cosmetics, as well as food, liquid wax and other household items. This has brought about a new industry, in which four ceramic manufacturers are already engaged. An interesting feature of it is the ability to produce these earthenware tops in almost any color or combination of colors, and to incorporate designs in the closure. WPB announces these closures may be made by ceramic plants with relatively little additional expense and without additional machinery.

More Waste Fats Essential

The nation's meat dealers have been asked by the WPB to give all possible support to the Government's fat salvage program. Donald Nelson said: "It is absolutely necessary that we obtain a minimum of two hundred million pounds of waste kitchen fats in 1943. At the present time, collections are running at only about half this rate." You can help by reminding housewives frequently that meat dealers are turning in every bit of fat which they receive from the kitchens of America, and it's up to the homemaker to salvage every drop not needed for her own cooking purposes.

How About Potatoes in the Victory Garden?

USDA's garden specialists advise the best time to plant white potatoes is past in most of the southern part of the country, and the average Victory gardener with a small garden will be wiser to use his ground for such vegetables as tomatoes, beans and carrots, anyway. These produce plenty of food in a small space and are easy to raise. The white potato is a bit more temperamental... requires good seed...in many sections needs a lot of fertilizer. It's encouraging that the reports on prospects for this year's white potato crop indicate a greater acreage will be planted than last year...so the Victory Gardener probably will be able to buy all he needs at his neighborhood grocery.

DANGER IN THE RHUBARB PATCH

This spring has brought about increasing interest in the use of various plants for food. Many common field plants, sour dock, dandelion, and other less familiar ones...some of which we regard only as weeds...are being suggested as greens. There's an element of danger in this, however, and you broadcasters might well suggest to your listeners that they know their greens before eating them! We heard very recently of a homemaker, who, bringing home from the market some succulent pink spring rhubarb, decided to try a little experiment with the crisp, green leaves at the top of the stalks. The small ones looked so fresh and appetizing that she washed them and tossed them into the pot of greens she was cooking for dinner. Fortunately, before serving them, she mentioned to her husband what she had done. He is an employee of USDA, and remembered having heard somewhere that rhubarb leaves are poisonous....therefore, regretfully, they threw away the greens untasted, not wanting to take any chances. The following day, the husband made some inquiries and turned up the following interesting information, quoted from USDA Leaflet No. 126, titled "Rhubarb Production."

"Poisonous Qualities of Rhubarb Leaves"

"The succulent acid leafstalks of rhubarb make most excellent sauces and pies, and the question often arises about the use of the leaf blades for greens. Numerous cases of more or less serious illness and some fatalities have been reported in both Europe and North America from eating rhubarb leaves. These leaf blades were eaten boiled in the belief that they were a suitable substitute for the common greens, but owing to the high content of oxalic acid and its soluble salts found in rhubarb leaves it is recommended that they be left entirely alone and not used under any circumstances as food. In the stalks, however, the oxalic acid is present in smaller amount and largely in insoluble form, and for this reason is harmless."

Nothing could look more innocent than a rhubarb leaf, certainly, and we suggest that you give wide circulation to the truth about its real nature!

BUTTER AND CHEESE SET-ASIDE CHANGED

Moving to avoid possible shortages of civilian supplies of butter and cheese during the low production months next winter, the WFA, Saturday changed its set-aside orders on these products to provide for meeting the bulk of government requirements during the peak production period this spring and summer.

Production must be held for government purchase during May, June and July at 50 percent for butter and 70 percent for cheddar cheese. This compares with 30 percent for butter and 50 percent for cheese under previous FDO orders.

It is expected the new percentages will be decreased sharply from August to November, as production declines seasonally, so most of the butter and a large part of the cheese produced during the seasonally low production period this fall and winter will be available for civilian use. New plan of adjusting quotas to production is not expected to increase or decrease the percentages required to be set aside under the original order on a yearly basis.

Government agencies will buy all butter and cheese that is required to be set-aside during the summer months and will store these purchases for winter requirements. This means a reduction in government taking during the low production period next winter.

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LIBRARY
CURRENT SERIAL RECORD
JUL 3 - 1943
U.S. DEPARTMENT OF AGRICULTURE

DALLAS, TEXAS
May 8, 1943
No. 49



Radio Round-up

on food...

For Directors of
Women's Radio Programs

SPEAKING OF THE BLACK MARKET....

The black market in meat continues, in spite of the strong feeling against it on the part of the great majority of citizens. There's not much to be learned about the black market when you try to look it up in reference books, encyclopedias, and such, but from various sources we've heard that whenever there's been a food shortage, for any reason at all, from ancient times to the present, a black market always has sprung up. There are always people who'll stop at nothing to make money, who'll encourage human weaknesses and desires, who'll place profit above patriotism.

You've read and heard from many sources, about the unsanitary conditions under which some of the black market meat is produced, about the criminal waste of valuable food and by-products which takes place, and about the unbalancing of the food program which results from this illegal traffic. We've explained the slaughter permit regulations, the rules governing the use of red stamps by consumers, the importance of observing ceiling prices on meat. You've doubtless used all this material in broadcasts from time to time, and have called on both retailers and consumers to cooperate in the effort to stamp out the black market.

How about making a straight patriotic appeal...bringing the matter home to your listeners by making it very personal? There aren't many families now who don't have some relative in the armed services...and it's hardly possible that there's any listener who doesn't have at least a friend in uniform. Ask your women listeners whether they begrudge that soldier-son the meat he needs to keep his hand steady and his eye clear in the steaming jungles of New Guinea or the desert outposts of Tunisia. Ask them whether they want that sailor-husband to face short meat rations on the long cold run to Murmansk.

If the "factual approach" has left your listeners cold...if they're not in the mood for sharing with their neighbors...if the country's war effort plays second-fiddle to their own petty preferences...then perhaps you need to shock them awake. It might be worth trying.

US Department of Agriculture
Food Distribution Administration

COMMUNITY CANNING SUCCESS STORY

Here's an interesting story from Princeton, N. J., which may prove an inspiration to any group planning a Community Canning project...we present it for any use you care to make of it.

A committee was formed from all the local organizations interested in canning...hospital, schools, Red Cross Disaster Relief Committee, garden club, etc. Here's the way the activities were divided up, in the words of the Chairman of the Community Canning Kitchen:

"The Garden Club financed the project.

The Borough furnished garbage disposal and transportation when needed.

The Nutrition Committee of the Defense Council cooperated in innumerable ways.

The local newspapers gave us free space for advertising.

The Boy Scouts and the students of Princeton picked fruit.

The labor was all voluntary, not a penny being paid for it. Morning and afternoon shifts were formed from a cross section of the women of Princeton. The kitchen was operated from July 1st to August 28th, from nine to six o'clock, every day of the week except Saturday and Sunday.

All the produce that was canned was donated from private gardens; except the very small percentage that was brought in by individual women to can for their own use."

2,632 containers of various sizes were put up, of which 2,009 were donated to the schools, the hospital, the Disaster Relief Committee, and to the Welfare and Social Service Departments...all organizations in all. The following foods were put up: Apples, apple juice and sauce, and crab apple jelly; beets; carrots; cauliflower; corn; shelled, string, lima and wax beans; Damson Jam, grape juice, jelly and butter; peas; peaches and sauce; plum jelly and marmalade; raspberries; tomatoes, juice and chili sauce.

In addition to the domestic science equipment and facilities, which the Board of Education allowed them to use, one 7-qt. pressure cooker and three 7-qt. water baths were purchased. 4 various sized pressure cookers were borrowed from individuals.

The chairman reports that spoilage was negligible, not more than 20 jars having proved unservicable. All recipients of canned goods were warned, of course, that food must be cooked for ten minutes before using. She went on to say: "We feel that the kitchen proved to be of inestimable value to the community, and that the work will be much greater this summer as a result of the point rationing of canned goods, and the Victory Garden program.....We expect to have one paid worker who will be there every day, as we feel we must be sure of consistency in the method of handling the increase in production. We are a little concerned about pressure cookers, as many people who loaned their cookers last year do not feel that they can spare them or run the risk of wearing them out with no chance of replacing them. However, we have applied to our local Home Demonstration Agent, who is familiar with the kitchen's work last year, and she will do all she can for us."

In connection with this, you'll doubtless be interested to hear that two programs are under way for the establishment of community canning enterprises. The first plan involves the transfer of existing WPA food preservation equipment to FDA regional offices, which has been completed. This will remain in the hands of the sponsors of community feeding and community food preservation groups, on a loan basis. Equipment now in warehouses will be allocated through the regional offices of FDA.

Under the second plan, new equipment in the institutional or hotel size, (which is being manufactured from steel allotted for this purpose,) will be sold to communities who want to buy. Applications must be made by groups desiring this equipment, and allocations will be made to the regions on the basis of their need and what they already have on hand. The County Extension Agent and the State FDA representatives will handle the applications for priority ratings.

We may as well face the fact that the supplies of canning equipment will be inadequate to meet the demand, which means that they must be used as effectively as possible. You will note, in the Princeton story, that mention is made of the fear that people who loaned their cookers to the community kitchen last year may not want to do so again this year. It's true that such use of home canning equipment is very hard on it, and for that reason, the institutional or hotel size is much more practical for community service. Wherever it is possible to obtain this, it will be well to do so, and reserve the home equipment for neighborhood use.

THREE SQUARES A DAY FOR THE YOUNGSTERS

Dr. Thomas Parran, Surgeon General of the U. S. Public Health Service, and Dr. W. H. Sebrell, Associate Chief of the Nutrition and Food Conservation Branch of FDA appeared on a recent radio program in a discussion of food for the working adolescent, and brought out some very interesting and important facts. Dr. Parran recalled that about one-fourth...yes, he said one-fourth...of the 18 and 19-year-olds examined under Selective Service were found to be unfit for military duty, and that many of these rejections are undoubtedly due directly or indirectly to poor nutrition. He pointed out, too, that these youngsters grew up in an era of peace and relative plenty, and said he wondered what would be the physical condition of our wartime youth a year from now. Calling attention to the fact that two million boys and girls between the ages of 15 and 18 are at work today, and that when the schools let out for the summer, there will be many more, Dr. Parran said: "Food for these adolescents must provide the energy not only for their regular growth. It must provide for the extra demand their work will make on their bodies."

Dr. Sebrell then said: "I am sure that not enough parents give proper thought to the health of these youngsters. Of course, we don't want to hold back the young people anxious to get into war work; but we do want to make certain they are fit to do a good job, and that the work will not undermine their health."

Dr. Parran agreed with this statement, saying: "You are certainly right there, Dr. Sebrell. A great many fathers and mothers today worry about their boys in the Armed Forces, but give too little thought to the safety of the younger brothers and sisters working on the home front. They have less cause, really, to worry about the health of boys in the service. Our teen-age soldiers and sailors are the best-fed youth in the world. I am not so sure of the youngsters at home."

Dr. Sebrell's rejoinder to this was: "Yes, I'm afraid we're falling down on that job. But we don't need to. All we've got to do is make sure our boys and girls get three square meals a day."

You broadcasters can help to meet the problem of three square meals a day, by presenting suggestions for good nutrition and properly balanced meals.

BEEF QUOTAS SUSPENDED

You've probably read about Amendment No. 2 to Food Distribution Order 27, which suspended for the month of May all temporary beef quotas and increases in beef quotas for butchers and local slaughterers. This amendment has two purposes...first, making more beef available to the armed forces, (which in some cases have been unable to meet pressing requirements)...secondly, providing a more even distribution of available civilian supplies.

As you probably know, the temporary increases in butchers' and local slaughterers' quotas were granted under certain emergency conditions, with the idea of relieving local meat shortages. They accomplished this in many instances, but they also resulted in the diversion of beef cattle away from slaughter houses on which Government agencies, including the Armed Forces, have to rely. This in turn resulted in a cut in the supply of beef available for Government purchase and for those consumers who depend primarily on inter-state shipments.

In the long run, beef will be much more fairly distributed on a country-wide basis, though some areas now receiving beef largely from local slaughter may experience a slight reduction in supply. The situation should improve as the beef now going into local slaughter makes its way to consumers through normal commercial channels.

BUTTER'S WORTH EIGHT POINTS EVERYWHERE

One way in which you broadcasters can be of real service to your listeners is to make sure they understand all the rationing rules and regulations. For instance, the family which has been buying butter and other dairy products from a farmer in the country for years may be continuing this practice...transportation difficulties allowing. We're wondering whether every such family and every such farmer understands, however, that an 8-point red stamp must be exchanged for every pound of butter purchased. The transaction which takes place outside of the regular market seems so much less formal that there might possibly be a misunderstanding. A pound of butter is worth 8 points wherever it's sold, and if those 8 points aren't given to the seller (for him to turn over to his local Rationing Board), then the purchaser gains 8 points to which he really isn't entitled. This means an unbalancing of the rationing program, and is, in effect, a black market transaction.

PROGRAM NOTES

News About Home Canning

Watch for news on home canning to be released on Monday, May 10, by OPA. This will cover the regulations regarding sugar, the selling of home canned goods, community canning enterprises, and so forth. We'll give you more information in the next Radio Round-Up.

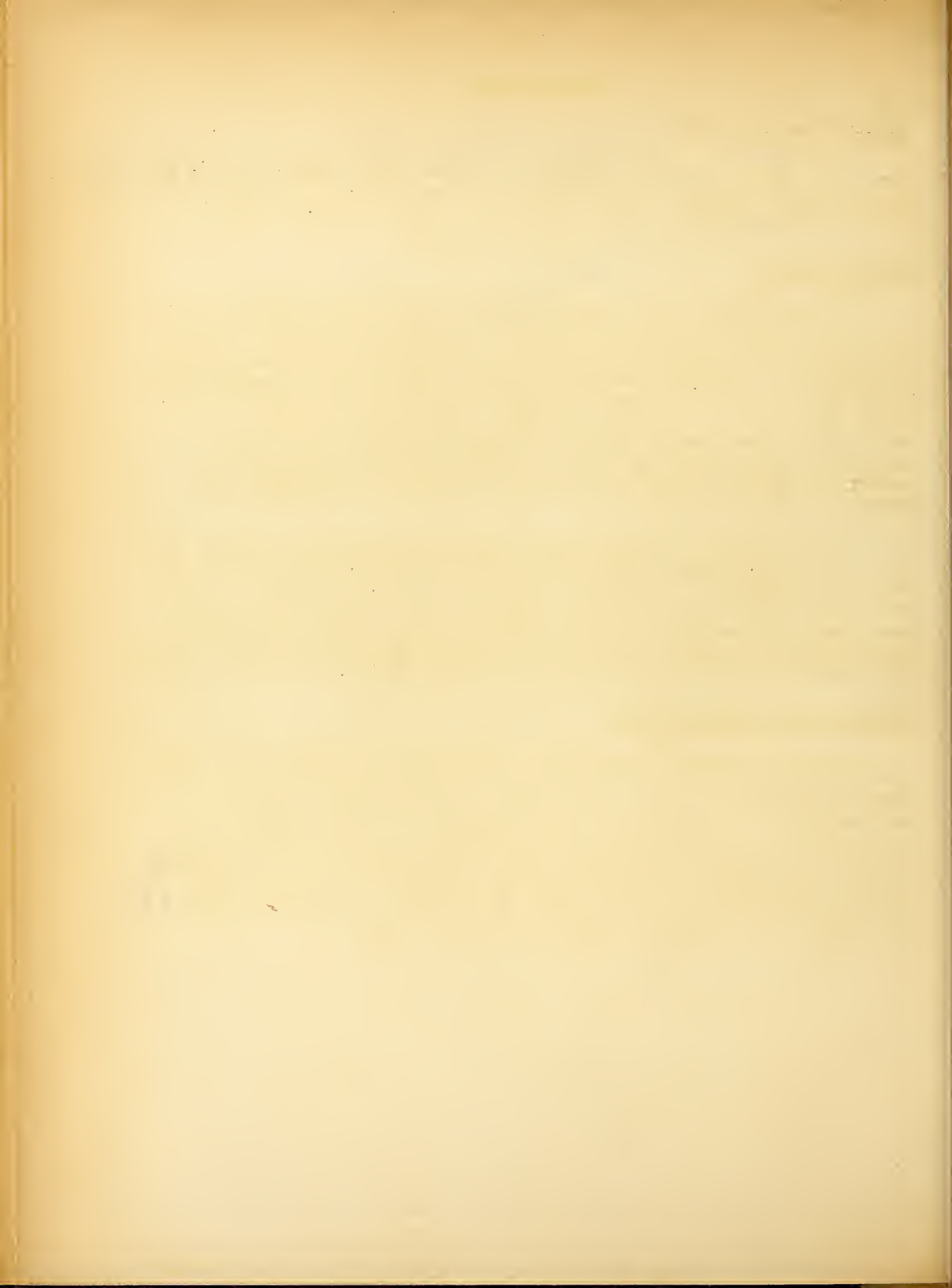
Ice Cream Order

If an ice cream dealer refuses to sell you ice cream unless you buy a certain amount of sherbert along with it, and tells you it's a Government regulation - he's not only telling an untruth, but is doing something which has absolutely no legal basis. Tie-in sales are definitely prohibited by the OPA, unless such sales were a trade practice in March, 1942. Therefore, no dealer can require a customer to buy sherbert in order to get ice cream in bulk, or a sundae in order to get a dish of ice cream, unless he's been doing that for a year or more past. The number of stores in which this has been a practice is certainly very limited, if there are any.

We've heard that some dealers are saying that this is a part of the ice cream order, issued early in the year by the USDA. As you doubtless realize, the purpose of this order was to save milk, in effect, it cuts the amount of ice cream which can be manufactured, in order to provide more fluid milk, and more of other important dairy foods. It contains no provision for any form of ice cream rationing, and any action of this kind is something the dealer does on his own responsibility.

Destroy Unused Ration Stamps

Tell your listeners to destroy any unused red or blue ration stamps after the expiration date has passed - we've just learned that some dishonest retailers have taken those stamps from the books of customers and used them to build up their own inventories. If the stamps are not used before the expiration date, they should be torn out by the bookholder, and destroyed. Remember, unused ration stamps mean more rationed food made available to those who need it. It might be well to remind consumers that they're actually doing the country a patriotic service by using fewer than their allotment of ration stamps.





Radio Round-up

on food...

For Directors of
Women's Radio Programs

SUGAR FOR HOME CANNING

With the announcement of the amount of sugar available for home canning this year, you broadcasters will want to assemble all the most practical information on home canning and preserving, in order to pass it on to your listeners. A top limit of 25 pounds of sugar per person is allowed under the new OPA regulations, which go into effect on May 15. The basis of this allotment is practically the same as last year...that is, one pound of sugar for each four quarts (or eight pounds) of the finished product. The 25-pound figure is a maximum, however, and it is not expected that a great many families will apply for as much as this. Since sugar is such an important rationed commodity, every homemaker should estimate her family's needs carefully before making application. Within the 25-pound per person limit, application can be made for sugar to put up jams, jellies and preserves at the rate of five pounds per individual. You will recall last year, sugar for preserves was limited to one pound per person. The reason for this increase is the expectation that these products can be used more extensively as spreads for bread, and thus stretch the butter and margarine ration.

Another change in the system is the making of sugar allotments in the form of "Sugar Allowance Coupons", in denominations of 1, 3, 5, and 10 pounds. This will enable the housewife to spread her sugar buying over the entire canning season. Each Sugar Allowance Coupon will be marked with the serial number of War Ration Book One, and this book must be presented to the retailer for checking whenever one of the Coupons is used. Unless the numbers on the books and the coupons correspond, the sale cannot be completed. This, of course, will protect the homemaker in event she loses a coupon, or has it stolen from her.

Written applications may be made to local rationing boards on and after May 15. No special form is required unless it is planned to sell the home product. Application may be made in person or by mail. The following must be furnished by the applicant:

1. A copy of War Ration Book One for each person for whom home canning sugar is requested.

US Department of Agriculture
Food Distribution Administration

2. The total number of quarts or pounds of finished fruit to be put up.
3. The amount of sugar to be used for making jams and jellies.

The Board will record the number of pounds of sugar granted each person on the cover of his or her War Ration Book One. This is much simpler than last year, when housewives were required to fill out an official form in considerable detail.

A list of questions and answers on home canning will be found in this issue of RADIO ROUNDUP, which may help you in answering the spoken or unspoken questions of your listeners. These also cover the questions of gifts of home canned foods, and their ration value, in event they are sold. And while we are on this subject: if you have not already done so we suggest you write to the Extension Service of your State College of Agriculture for bulletins on home food preservation--canning, drying, brining, etc.

HOLDING THE LINE

The President's hold-the-line order is behind the OPA program recently launched, under which orders were issued in 130 metropolitan centers establishing cents-per-pound prices on more than a score of principal food products. These affect the smaller independent retailers, and you should watch for the community-wide, dollars-and-cents top prices which will be established for the large stores, certainly by the end of May.

The setting of dollars-and-cents ceilings, effective May 17, for every store in the country selling beef, veal, lamb, and mutton, was the second phase in the hold-the-line program. The third phase will bring the rollback of prices early in June on those meats, plus coffee and butter.

Before this reaches you, additional community-wide prices may have been announced on principal kinds and brands of canned vegetables and fruits. These prices will be set for all sizes of stores.

The OPA administrator says the establishment of flat, community-wide price is the biggest step yet taken in decentralizing and simplifying price control. He points out this action puts the enforcement of food price ceilings in the hands of the housewife, and of the price panels rapidly being added to the local war price rationing boards. He recommends every shopper clip from the newspaper the lists of community price ceilings, and check these against the prices she is asked to pay. Violations should be reported to the price panels for investigation.

CORRECTION SUGAR ALLOTMENT

OPA has just announced plans are under way for simplifying the procedure mentioned above for obtaining sugar for home canning. Certain stamps in War Ration Book One are expected to be validated for the purchase of a portion of the twenty-five pound allotment. This will eliminate immediate applications to local war price and rationing boards. The sugar allowance coupons will then be used only for the balance of the sugar for those who need more than the initial allotment. Full details will be available soon.

SOYA AS A HOME FRONT FOOD

You've probably been hearing about soya products we are sending to the hungry people of Greece, Russia, and other countries, and perhaps wondering what is being done about these products for our own people. In a radio broadcast Mr. Don Payne, Senior Technologist of the Grain Products Branch, USDA, recently told homemakers they could not expect any great volume of soya products until the fall. However, plans are being made and expansion is predicted.

Mr. Payne said the Department aims to get soya products in stores all over the country just as fast as it is possible. It is too early to say just what the manufacturers will put on the domestic market. But from present plans -- some of the mixes will be in our stores -- maybe breakfast cereals, soups, pancake mixes -- maybe biscuit preparations too. There should be soya flour and soya grits in the stores too. There will be two types of flour...some with all of the natural oil of the beans...some of a low fat type, which means most of the oil has been removed in the processings. Of course, the oil will be used for other wartime purposes.

Grits are simply flour in a coarser form. Homemakers will mix them with other foods -- much the same way food companies will use soya in the prepared mixes. Homemakers will probably use the soya products in quick breads, gravies, stews, with breakfast cereals, and meat loaves. They will not use them in place of wheat, rye, or any of the now common flours. The main purpose of soya flour is to build up the protein of other foods.

According to Mr. Payne, the story of soya products is definitely one of nutrition. Soya products are packed with high quality protein--that means they're the type of foods children need for good growth -- the type adults need to keep muscles and tissues the way they ought to be. The harder the work for war workers, and soldiers, the more high quality protein foods they need. This is all part of the reason we're trying to make just as much of the soya products as possible available for the United Nations and the folks at home.

As for an actual prediction of soya products that will be available for homemakers, it can only be an estimate. By the middle of the fall the increase should start. The nation's capacity for making these products is at present only about 400 million pounds annually, and all of this, or almost all, has been required for shipping. But by December, according to our expansion program, the capacity will be one billion 400 million pounds annually. A reasonable amount of this will go for domestic uses -- the rest for the armed forces and Lend-Lease. Most of the plans for this expansion are already made and homemakers in our own country may expect to have the products to serve to their families within a few months.

FOOD WHEN WE NEED IT

The essential purpose of each Food Distribution Order is to distribute food supplies in the best manner possible, and we think you may like to tell your listeners this once in a while. It's often difficult for the average consumer to make a direct connection between a Government order and her own personal affairs. For instance, FDO 17.1, issued recently, provided in general that all the raisin variety grapes grown in the raisin belt in California be converted into raisins. These are considered extremely important from a military standpoint, because they're a food which can be shipped and stored easily. If it had not been for this order, many of these raisin variety grapes would have been used for wine, or perhaps sold fresh. Now, however, they are directed into a channel in which they will contribute much more food for our fighting men.

One of the earliest orders issued, FDO 3, is another example of the purpose of food orders generally. You may remember one provision of this order prohibited canners from selling canned grapefruit juice during the first three months of the year, while there was plenty of fresh grapefruit. Now that there's less of the fresh fruit in the market, however, we're glad to have the canned juice to fall back on. The heavy demands of civilians as well as the military on our food supply makes this type of regulation increasingly important.

QUESTIONS AND ANSWERS ON HOME CANNING

Q. Does the sugar allowance of "one pound of sugar to each four quarts of finished fruit" mean that I must can all fruit with the same weight of syrup?

A. No, but you must make an average of four quarts of finished fruit for each pound of sugar you get. You may, if you wish, put up some of your fruit or fruit juices with no sugar at all, and make a heavier syrup for certain others.

Q. Must I declare the number of quarts of fruits and vegetables I have on hand when I apply for sugar for home canning?

A. No. However, the available supply of sugar for home canning is limited, and local boards may ask for information about your supplies and needs of home-canned fruit in deciding how much sugar you will receive for this season's canning.

Q. Why are sugar purchase coupons being issued in small denominations of 1, 3, 5, and 10 pounds?

A. To encourage consumers to buy sugar only as they are sure they need it. This will help save limited supplies of canning sugar, and at the same time make shopping easier for women who can and preserve in small quantities.

Q. May I ask a friend who has a pressure cooker in her kitchen to do my canning for me, if I supply all ingredients, and get back all of the finished food she puts up, without surrendering ration points?

A. Yes. If you contribute either the ingredients or the equipment or part of the labor required to can fruits and vegetables, you may acquire them without surrendering ration points.

Q. Must I give up ration stamps for canned foods which the local cannery processes for me, if I supply the ingredients?

A. You may acquire 100 quarts of such foods, point-free for each person in your family, if you or your family raised the fruits or vegetables. However, these foods are considered commercial products, and if you acquire more than the 100 quarts per person, or if you wish to sell them, you must pay and collect points for them at the point value of commercially canned foods -- as given on the Official Table of Point Value of Processed Foods.

Q. May I give away as many quarts of home-canned vegetables as I wish if they require no sugar in canning them?

A. No. But each person in your family may give up to 50 quarts of home-canned fruits and vegetables without collecting ration stamps. If you wish to give away more than that, you must collect ration points from the person to whom you give them, although you need not ask for money payment for this food unless you wish.

Q. How many jars of jams and jellies may I give away?

A. Jams, jellies, and preserves are not rationed, and you may give away as many jars as you can spare out of your allowance of five pounds of sugar.

Q. What is the point value of home-canned food?

A. Home-canned food has a point value of 8 points per quart and 4 points per pound or per pint.

Q. May I sell canned fruits which someone else puts up for me?

A. Yes. But you must collect ration stamps at the rate of eight points per quart for every sale you make, regardless of who does the canning.

Q. I usually can several hundred quarts of fruits and vegetables to sell through the local farmer's market. May I continue to do so under rationing?

A. Yes. You may continue to sell home-canned fruits and vegetables, but you must collect 8 ration points for each quart sold.

Q. What do I do with the ration stamps I collect for sales I make of home-canned food?

A. You turn the ration stamps in to your local ration board any time during the first ten days of the month following the sale.

Q. Must I make any special report when I turn in the ration stamps I collect for foods I sell?

A. No. But you must keep a record of your sales.

Q. How do I get sugar for canning fruit for sale?

A. You apply to your local board on OPA Form R-315 for the amount of sugar you will need, at the rate of one pound of sugar for every four quarts of finished fruit.

Q. May I also apply for sugar for making jams and jellies for sale?

A. No. You may have only enough sugar for preserving fruits for the use of your family -- not more than five pounds per person.

Q. May I buy canned fruits and vegetables directly from the local canning factory?

A. Yes. But these cans are commercial products, and you must give up the same number of ration points for them as you would if you bought them at retail. The canning operator may sell them to you at a reduced dollar price if he wishes.

NEW CENTS-PER-POUND MEAT CEILING IN EFFECT

Monday, May 17, is the day cents-per-pound ceiling prices for specific cuts and grades of beef, veal, lamb and mutton become effective all over the country. OPA has divided the country into ten zones, and each of you broadcasters will want to become familiar with the price schedule in your particular zone. You'll find the prices of all beef steaks and roasts and several types of beef stew meat are reduced from those established in the original regulation. Lamb and mutton prices are reduced in some instances. Retail ceilings for wholesale cuts are lowered for each of the three kinds of meat. Prices of veal cuts and of beef hamburger are unchanged. Additional cuts of beef, veal, lamb and mutton are given specific ceiling prices for the first time.

As stated elsewhere in this issue of ROUNDUP, these ceilings will help to hold-the-line, according to the policy established by the President's order of April 8th. It is estimated these ceiling prices will effect a slight reduction in the retail prices of meat, as shown in the February cost-of-living index and the decrease from March and April index prices will probably be even greater. Maximum pricing by zones for the five grades of meat^{is} established for two broad divisions of retail stores. Prices are a bit higher for the smaller stores with higher operating costs.

(more)

The specific prices are tied to five grades of meat and dealers are required to post the grades of meat they display and to segregate the various grades in their store displays. This will enable consumers to check the ceiling prices and will certainly do much to prevent hidden price increases. It will also make possible a much easier enforcement of the price regulation and in this way, will help the consumer to recognize a black market in meat.

Meat grading has been carried on by the Department of Agriculture since 1926. The wholesale prices of meat are fixed according to grades by OPA and prices for different grades are fixed at retail. You might well tell your listeners to check on the following points when buying meat:-

1. Look for the quality grade stamped on the meat; if you do not see it, you can ask to see the grade stamped on the larger piece from which your cut was removed.
2. The letter-grade indicates the meat was graded and stamped by a slaughterer; this stamp is required to appear only once on each wholesale cut. The grade-name, preceded by "U.S." means the meat was federally inspected, graded and stamped by officials of the USDA.
3. The round purple stamp on the meat saying "U.S. Inspected" means the meat was approved for food when it left the packing plant.
4. The slaughterer's permit number must appear on all meat not federally inspected.
5. Always compare the price and grade of the meat you buy with the ceiling price list posted in the store.

Following is the list of USDA Grades and equivalent OPA Grades:

<u>Kind of Meat</u>	<u>USDA Grade</u>	<u>OPA Grade</u>
Beef - Veal - Lamb	U. S. Choice	AA
Beef - Veal - Lamb	U. S. Good	A
Beef - Veal - Lamb	U. S. Commercial	B
Beef - Veal	U. S. Utility	C
Lamb	U. S. Cull	C
Beef	U. S. Cutters	D
Beef	U. S. Cannors	D
Veal	U. S. Cull	D
Mutton	U. S. Choice	S
Mutton	U. S. Good	S
Mutton	U. S. Commercial	M
Mutton	U. S. Utility	R

Cutter Grade in beef is available in a limited quantity to consumers at some markets, chiefly in rib or loin cuts, occasionally in round steak. Canner, as its name indicates, is used almost exclusively by commercial processors for canned products, bologna, and similar items. Cull Grade in veal, lamb and mutton corresponds in grade and use to both Cutter and Canner in beef.

OPA has announced, in connection with these price ceilings, new lamb and mutton grades, which, in general, are designated the same as in the case of veal. One new class, however, namely yearling, now appears for the first time in the lamb and mutton grading category. You may want to remind your listeners that, in general, lamb is meat from an immature sheep, up to one year old; yearling is from a semi-mature animal, one to two years old; mutton is from mature animals...those over two years old.



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DALLAS, TEXAS
May 22, 1943
No. 51

Radio Round-up *on food...*

For Directors of
Women's Radio Programs

WAR RATION BOOK THREE

Are you hearing lots of rumors about the new War Ration Book Three.....what it's to be used for...what color the stamps are...when they're to be used...and so forth? Well, even though distribution is not to start until sometime in June, we're presenting the facts right here and now, so you'll be able to answer the questions.

In the first place, Book Three contains stamps to be used when the ones in Book One and Two run out...both the unit stamps, for coffee, sugar and shoes..... and point stamps, for processed foods, meats, fats and cheese. This book has eight pages; four of them are point stamps, which are brown instead of red and blue, but which have the same point values as those in Book Two. The four middle pages are of black and white unit stamps, 48 to a page, all numbered the same, but easily distinguishable from each other by the designs of planes, guns, tanks and aircraft carriers which identify each page.

As you've heard, no doubt, Book Three is to be distributed by mail. People won't have to go to the school house to get it. Postcard applications for the book will be delivered by the mailman. To take care of those who don't have their mail delivered, postoffices will have supplies of the applications on hand. The card will have three parts; the first will be an identification stub, which the applicant will tear off and keep; the second part has a place for the name and address of the head of the family; the third part contains space for writing the names of all members of the family for whom books are to be issued. All parts of the card contain the same serial number, you see, so the identification stub will be a means of checking back in case a family doesn't receive the ration books.

It's estimated this procedure will save a tremendous amount of work for the ration boards...instead of about two million volunteer workers, only about fifty thousand will be required to handle the distribution of the books by mail. The country is divided up into 8 regions; each region is broken down into separate states; one city in each is designated as the mailing center. This center will set up files with the third part of the application card, so that any possible duplication of ration books would be revealed the moment two cards for one person appeared in the file.

US Department of Agriculture
Food Distribution Administration

In case somebody's wondering why the first two ration books were not distributed in this way, you might remind them there was the little matter of declaring stocks of food, removing stamps and all that.

War Ration Book Three is really a sort of emergency book...it may not even be necessary to use it for canned goods and meat. Book Two, covering these commodities, is expected to run out about the first of October, and by then Book Four probably will have to be distributed. This contains red and blue stamps, and is just like Book Two. Book Three is being issued primarily for the unit stamps it contains, as the sugar, coffee and shoe stamps are expected to run out first. Book Three, therefore, will be on hand, ready to replace Book One. It's really easy to remember...just connect the even and the odd numbers in your mind. Book One will be replaced by Book Three; Book Two by Book Four. Think of those brown stamps in Book Three as a possible bridge between Books Two and Four.

FOOD FOR MAN'S BEST FRIEND

The owners of Seeing Eye Dogs, or other similarly trained dogs, needn't worry any longer about the possibility of short rations for their guides. Amendment 24 to Ration Order 16 (under which meats are rationed), will solve this problem. This amendment provides limited quantities of rationed meat will be made available for feeding these dogs, when horsemeat cannot be obtained. Local rationing boards may, at their discretion, give an applicant up to 12 extra points weekly to provide the dog with a basic meat ration.

You broadcasters are sure to have blind persons in your listening audiences, and you may do them a valuable service by broadcasting this information. Tell them they may make application in person, through an agent, or by mail. When the dog's owner does not apply in person, the application must be accompanied by a statement from a state board or commission for the blind, or some similar agency, certifying that the dog has been specially trained as a guide dog. The application must also show that the dog has been fed entirely or in substantial part on meat; that the applicant has not been able to obtain horsemeat as a substitute; that if the diet of the dog does not include meat, its efficiency as a guide will be materially impaired during the period required to adjust it to a meatless diet. The amount of meat required weekly and the length of time that the ration will be needed also must be stated. Three months is the maximum period for which the ration may be granted, but another application may be made if the blind person can show good reason for a further point allotment.

Adequate meat substitutes are believed to be available for feeding pets and other animals, but blind persons might well have difficulty in getting these substitutes, and in training the dogs to accept them. This action by OPA is sure to be good news to those whose freedom of movement, even livelihood, may depend on such dogs.

"MANUAL OF INDUSTRIAL NUTRITION"

The Dallas regional office has a limited number of copies, "Manual of Industrial Nutrition". A copy has been reserved for radio station nutritionists. If you desire one or more copies write us and we will mail them to you.

THE AA, A, B, C's OF EGG GRADING

Ever since the new egg grades and price ceilings on eggs were established last March, we've been intending to give you some information about the manner in which grades are established. We feel you may like to have this in your files for reference.

The four grades as you know, are AA, A, B, and C. The quality of an egg is measured by its desirability for human consumption...it has to do with the flavor, and the appearance, both exterior and interior. The appearance of the exterior is judged by the cleanliness of the shell, its freedom from cracks and breaks, and its shape. The interior quality is judged by candling. In case you're not sure exactly what candling is, and what it reveals, perhaps you'd like this explanation from an expert on eggs. Candling consists of holding the egg before a strong light in such a way the rays of light penetrate the egg to a considerable extent, thus enabling the condition of the interior contents to be noted. The candling process reveals the size of the air cell, which is an indication of the quality and condition of the egg. The air cell is in the large end of the egg, and a large cell indicates excessive evaporation, due to poor keeping conditions...high temperatures, too long time in handling in the warehouse under improper temperature and humidity. There is a definite measurement of the size of the air cell in an egg. For Grade AA, this must not exceed 1/8 inch in depth; for Grade A, not more than 2/8 inch; for Grade B, not more than 3/8; and Grade C may be over 3/8 inch in depth. Probably most retailers will carry at least two grades of eggs, depending upon the type of store.

You may have wondered whether the size of an egg is considered in establishing the quality. The answer is it affects the price only. All four consumer grades mentioned will be found in all sizes of eggs.

As you probably know, there are five egg sizes, or weight classes, each with a minimum weight set up per dozen of eggs. We gave you this table in RADIO ROUND-UP some time ago, but are repeating it now, in order to make this story complete:

Jumbo.....	28 ounces (minimum weight per dozen)
Extra Large	26 ounces (minimum weight per dozen)
Large	24 ounces (minimum weight per dozen)
Medium	21 ounces (minimum weight per dozen)
Small	18 ounces (minimum weight per dozen)

Large and medium are the sizes commonly found in most markets. Small eggs, (most of which are laid by pullets) are usually found in the fall months. In addition to the above named weights, the Office of Price Administration has established a "pee wee" weight class for small eggs weighing less than 18 ounces, per dozen.

Under the present price ceilings, the price of eggs is fixed for each week of the year. It will not necessarily be the same for any given week in different parts of the country, but the grade quality must be the same. Remember too, while eggs cannot be sold for more than the fixed price set for each grade, they may be sold for several cents below this price, depending on several factors. Consumer grading, with corresponding fixed price ceilings, is definitely a move in the consumer's favor. It means that he will now be able to buy the quality and grade of eggs he desires at a price he can afford to pay.

FOOD FROM THE FARM

Do you ever stop to think how much the city homemaker depends on the country homemaker for several important items on her shopping list? Eggs, vegetables and milk are three standbys, all of them good nourishing foods that aren't rationed either.

About 90% of all the eggs on the market come from farm flocks, and these are usually tended by the women. Egg production was 20% higher the first two months of this year than during the same period in 1942...and last year was the all-time record, mind you.

Women are farm gardeners too, and the determination of farm women to grow and can as much food as possible makes America's eating prospects better than they would be otherwise. Farm gardens help supply the extra demand for fresh vegetables brought about by rationing. More farm gardens mean more vegetables for farm families to eat fresh and to can. And remember, home-canned goods in the country kitchen add to the nation's total canned-food supplies.

Farm women always have helped out with the dairying, and now, with labor shortages, and more dairy cows on the farms today than there were a year ago, there's even more work for the farm housewife. Before the milk appears in that cold, shiny bottle on the doorstep, there's the work of feeding and watering the livestock, the actual milking, and delivering the milk to the dairy.

HOW MUCH MEAT FOR WORKERS?

That's a controversial subject these days, and perhaps you'd like to know what Dr. Robert S. Goodhart, Chief, Nutrition in Industry Division of FDA, has to say about it. He recently made this statement: "It would help workers to make the necessary adjustments in their food habits if they realized that there are foods other than meat which provide protein. Some workers do not seem to realize that poultry and fish are as valuable sources of protein as the rationed meats."

Leading nutrition and medical authorities say that one and a half pounds of lean meat a week is enough to maintain the health of any hard-working man, provided that a variety of other foods are included in the day's meals. The foods recommended are poultry, eggs, fish, cheese, wholegrain or restored cereals, bread, peas, dried beans, lentils, soybeans, peanuts and other nuts, green and yellow vegetables, fruit and milk. For instance, an ounce and a half of chicken has more protein value than an ounce and a half of lean beef. Halibut has nearly as much protein value as the lean beef. A glass of milk provides 87.8% as much protein as an ounce and a half of lean beef.

As an aid to maintaining war workers' health, the Nutrition in Industry Division recommends that adequate food services be provided in plants and at mines, to supply workers with the additional meat and other foods available to them under the rationing program.

OPA regulations provide for food to be served in cafeterias or restaurants, in addition to the individual ration allowance. Additional rationed processed foods are now being provided for those isolated workers in areas where necessary supplies of fresh fruits and vegetables are not available. A regional representative of the Nutrition in Industry Division, of the Dallas FDA Regional Office, is now visiting war plants in Texas, Oklahoma, Louisiana and Arkansas, giving practical advice on the service, equipment and menus necessary to provide adequate mid-shift meals for war workers.

PROGRAM NOTES

War Meat Board

As you've heard, a War Meat Board has been established by the War Food Administration and the Office of Price Administration. The nine members of this board have not been named at the present writing, but will be announced soon. They will consist of representatives of the Government and of the meat industry, and will serve as a "nerve center" for the entire meat management program, operating from Chicago. One of the most important duties of this War Meat Board will be to assure the armed forces and Lend-Lease of the meat needed, as well as to arrange for the equitable distribution of meat to civilians. The first regular meeting of this board probably will be held just about at the time you are reading this issue of RADIO ROUND-UP, and we will give you more information next week about the developments.

Keep 'Em Moving!

That's what the War Food Administration intends to do with the fresh vegetables as they come into plentiful supply. Every effort will be made to move vegetables from the area of production to the markets, and from the markets to the dinner tables of consumers all over the country. When any fresh vegetable is in heavy supply, WFA will cooperate with trade and consumer organizations to focus attention on it. Retailers will be asked to feature it in their stores... you broadcasters can help by making it a feature of your programs...and it is hoped that consumers will make full use of that vegetable while supplies are plentiful. Right now, for instance, there are generous supplies of carrots and snap beans in most parts of the country.

As other crops come along, everything possible will be done to assure their being used fully. If necessary, WFA will purchase vegetables and have them processed, thus making them available later in the year. All purchase operations will be handled through regional offices of FDA.

Military Victory Gardens

Remember that we told you in a recent issue of ROUND-UP about the gardens under cultivation by our soldiers in many parts of the world? Well, the Army and Navy men here at home have planted hundreds of acres in Victory Gardens at training camps, hospitals and other military establishments throughout the country. These projects have been authorized by the War and Navy Departments, of course, and seed comes from stockpiles maintained by USDA. Work which requires ~~for~~ machinery will be done by hiring and borrowing equipment from neighboring farmers...though in some cases, soldiers may use their jeeps for plowing.

For instance, the Navy's mine-laying school at Point Patience, Calvert County, Maryland, has a complete vegetable garden, plus 60 acres of soybeans. It has been noted, by the way, that the armed services show a heavy preference for green beans, though they've also planted carrots, onions, spinach, chard, beets, radishes, lettuce, lima beans, and other vegetables.

News About Stamps

OPA has announced blue stamps G, N and J will be usable through Monday, June 7, thus avoiding the month-end as well as week-end rush of point shopping. Blue stamps K, L and M become valid Monday, May 24, the usual time, and are valid through July 7. There is a change in the handling of red stamps this month. Both stamp J, valid May 23, and K, valid May 30, remain usable through June. In April, you will remember, only the final red stamp was carried over into May. Be sure to make this clear to your listeners.

How to Get Canning Sugar

Here's the news about the first allotments of canning sugar. Beginning Monday, May 24, you can get five pounds each on stamps 15 and 16 in war ration book one. These can be used any time up to October 31, which means you can stretch your canning and preserving over the period that begins with strawberries and ends with cranberries. If more than this ten pounds of sugar per person is needed for canning, application should be made to the local war price and rationing boards, as originally announced.

Warning About War Ration Book Three

Suggest listeners read the fine print on the application cards for war ration book three. They'll discover it says applications for this book are not to be made by persons in the armed services, whether or not they eat in an organized mess. This applies to uniformed men and women who may be living at home and using their present ration books to buy food. The reason, OPA explains, is book three is a replacement book only, and will not be in use for some time. At any time, of course, members of the armed services may be transferred elsewhere, or sent out of the country. Plans will be announced later for these people to obtain book three if needed.



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JUL 3-1943

DALLAS, TEXAS
May 29, 1943
No. 52

Radio Round-up

on food...

For Directors of
Women's Radio Programs

KNOW YOUR STUFF BEFORE YOU SHOP

Tell your listeners now's the time to begin to pay attention to those purple stamps on the meat they buy...perhaps you'll say the stamps that should be on the meat they buy. As we've told you, and as you've heard from many other sources, the meat rationing regulations require all slaughterers, including farmers, must be licensed if they slaughter meat for sale. This permit number must appear on all large wholesale pieces. The permit stamp P 176, for example, indicates that the slaughterer is registered and that his meat is going to regular, established buyers. Shoppers won't find this stamp on retail cuts, but if they look around the shop, they should see the large wholesale meat cuts carrying it.

The inspection stamp indicates the meat has been inspected for sanitary slaughtering conditions and health of the animal. This is a round stamp reading "U.S. INSP'D & P'S'D" when it appears on fresh or cured meat. When it's printed on canned or packaged meat products, it reads "U.S. Inspected and Passed by Department of Agriculture". In both cases it means the meat was U. S. inspected and passed as wholesome food during all stages of preparation and processing at the packing plant.

Then we come to the grade stamp, which indicates the quality of the meat. If the meat was graded by an official of USDA, it's the so-called ribbon stamp, running the full length of the carcass so that part of it shows on each retail cut. The letter grades, which correspond to the U. S. Grades, indicate the meat was graded and stamped by a slaughterer. In the May 15 issue of RADIO ROUND-UP we gave you a table of the grade names as applied to each kind of meat.

Homemakers should understand that federal meat inspection is mandatory only for meat which enters interstate commerce from the slaughtering plant. Consumers should also be informed about the permit stamp farmers are required to use, and should look for it. Remember, meat that doesn't bear one of these stamps is almost sure to be black market meat.

US Department of Agriculture
Food Distribution Administration

You broadcasters can also help consumers to become acquainted with the meat ceiling prices...pointing out which zone they are in, and explaining the differences between the two prices for the two different types of stores. Tell consumers to check the price they're charged for meat against the ceiling prices posted in the store, and to remember that it can be lower than the ceiling price but must not be higher. If a butcher charges more than the ceiling for meat, or offers to let a purchaser have it without taking red ration stamps in return, that's a further indication she's in a black market. An army of informed shoppers is our best protection against the enemy.

EXTRA RATIONS OF RED STAMP FOODS

Loggers, miners, prospectors, fishermen, ranchers, shepherds and others who live or work a long distance from population centers are now eligible to receive extra allotments of points for rationed meats and fats. Certain types of eating establishments in isolated areas are also eligible for such extra rations. Persons requiring these supplemental rations must apply to the Dallas OPA office, or to local war price and rationing boards. Certificates, not stamps, will be issued to cover these additional allotments.

The maximum amount which can be authorized is 1.8 points per person per day but the allowance will be based on need, rather than desire. (Refer to the story "How Much Meat for Workers?" in May 22 ROUND-UP.) If limited amounts of fresh fish, poultry and eggs are available to the applicant, a smaller allotment will be made. Temporary local shortages will not be a basis for granting extra rations. It might be well to explain this, in view of the current scarcity of poultry in many sections.

Individual consumers may apply to their local boards, in person or by mail, on OPA Form R-135. One application covering several consumers may be made but the name of each person must be listed on the application. This includes those who eat in boarding houses and similar establishments classed as Group One; institutional users under General Ration Order #5. Institutional users, such as restaurants and hotels classed in Group III under General Ration Order #5, may make application in the same way.

EXTRA COFFEE

Let's have another cup of coffee. Several extra cups, actually, will be coming to all of us in June. OPA has announced that stamp #24 in War Ration Book One, valid on May 31, will have to last only through Wednesday, June 30, instead of a five-week period.

OIL COOK STOVES

OPA says it's all right for people to use their oil cooking stoves this summer, whether or not they have other equipment for cooking and heating water. Under Ration Order #11, fuel oil rations are denied for these purposes if there is alternate equipment using coal or wood. Due to the fact there is an over-all shortage of all fuels and the shortage of coal and wood in some areas is greater than that of oil, this restriction is being lifted. This will enable homemakers to use their oil cooking stoves for canning during the hot summer months. It will be particularly welcome news to those rural families which usually shift to oil stoves to avoid the extra-high temperatures of the kitchen brought about by coal and wood ranges.

CHEESE RATIONING EXTENDED

When the new consumer point value chart for Red Stamp foods comes out early in June, all cheese and cheese products except cottage, bakers and pot cheese, will appear on it. The War Food Administration and OPA announced this is being done in a further move to conserve short supplies of milk. It means ration stamps as well as money will be required to buy the soft perishable cheese, such as cream, Neufchatel, Camembert, Liederkranz, Brie and Blue cheese. Cheese probably will be classified into three groups at different point values instead of all having the value of 8 points, as at present.

It is estimated civilian demand for the soft cheeses, if not controlled by rationing, would exceed that of 1941 and 1942. This might well result in the diversion of milk from the manufacture of other essential dairy products.

FRUIT AND NUT PROSPECTS

A report entitled "Fruit and Nut Crop Prospects" was issued by the Bureau of Agricultural Economics on May 17, giving the prospects of these crops, as of May 1. Here's what we can expect as the season advances: Average, or greater than average production of pears, grapes, sour cherries, plums, prunes and commercial apples is likely. Small crops are indicated, however, for peaches, sweet cherries and California apricots.

California weather has been favorable for olives, and the trees are in good condition, though as blooming has not yet started generally, it's too early for reliable production prospects.

A relatively good crop of California walnuts is indicated, though almond prospects from that state are for only a medium sized crop. In Washington and Oregon growing conditions have been favorable for filberts and good crops are in prospect. Present prospects for pecan production in most of the important areas in the Southern states are good.

As for citrus fruits, as the harvesting season advances, it is evident production of all oranges for the 1942-43 season is larger than previously estimated. The crops of early and mid-season varieties turned out about the same as indicated on April 1. Valencia oranges, which comprise more than one-half the total crop, are now estimated about 6 percent more than on April 1. Production of grapefruit in all states for the 1942-43 season is now estimated to be 4 percent larger than the estimate of April 1. May 1 reports on the lemon crop in California indicate a 2.6 percent increase over the forecast of April 1.

Remember, this summary is based on the general situation as it appeared on May 1, and is intended to present only a general picture. It may help you in planning your food programs for the season ahead, but you'll want to check carefully with conditions as they develop.

MORE PALM OIL AVAILABLE

Manufacturers who have sold palm oil to the Commodity Credit Corporation from inventory stocks may now re-purchase quantities equivalent to the original sale, the War Food Administration has announced. Increased supplies make this action possible.

ENRICHED BREAD AND FLOUR

Here are some questions and answers on enriched bread and flour which we hope you'll find helpful. With the constantly increasing emphasis on proper nutrition, you should get the story of enriched flour across to your listeners. As you probably remember, one of the provisions of Food Distribution Order #1, the Bread Order, is that all white bread made by bakers must be enriched to approved nutritive standards. Thus, the purchaser of bakery bread is benefited, whether she knows it or not. It's important for her to use enriched flour for her baking, however, and not all the flour sold in retail stores is enriched. We believe you broadcasters have a job to do in explaining the whys and wherefores of enriched flour.

Q. Why is white flour enriched?

A. In making white flour, part of the grain is removed during the milling process. By discarding this part, important food elements necessary for good health are lost. So white flour must be enriched with laboratory-made vitamins in order to be as healthful as whole grain flour.

Q. Is there any nutritive value in white flour before it is enriched?

A. Yes, all white flour contains calories but white flour that is not enriched does not contain the same amount of minerals and vitamins as enriched flour.

Q. What is in enriched flour that makes it a superior product?

A. It has the highly nutritive properties restored to it. Government specified quantities of the vitamins niacin and thiamin and the mineral iron have been added. It may also contain Vitamin D, riboflavin and calcium, but these aren't required by law.

Q. Of what value are niacin, thiamin and iron?

A. Niacin is the vitamin that helps prevent pellagra, a disease that weakens thousands of people in this country. Thiamin has been called the morale vitamin. The lack of it leads to unsteady nerves, irritable dispositions, poor appetites, a tired feeling. Iron is necessary in building good red blood.

Q. How is enriched flour made?

A. There are several methods: (1) By adding the required amounts of vitamins and minerals to the plain white flour. (2) By milling wheat in such a way that the flour contains some of the outer layers of the wheat berry. (3) By combining these two methods.

Q. Which of these types is preferred?

A. Any bread enriched according to Government specifications is satisfactory.

Q. What does enriched flour look like?

A. The kind generally on the market looks and tastes like the plain white flour. The kind made by special milling is darker in color.

Q. Is it necessary to enrich the whole grain flours?

A. They don't have to be enriched. Nature did that job for us.

Q. Should enriched flour be used instead of dark flours?

A. No, but if you prefer white flour, be sure that it's enriched.

Q. If you use enriched flour in recipes that call for plain flour, do you have to change the recipes in any way?

A. Enriched flour can be used in exactly the same way as plain flour.

Q. Can you use self-rising enriched flour in making biscuits and other hot breads?

A. Yes, self-rising enriched flour is used exactly like the self-rising flour that you've been used to.

Q. What is enriched bread?

A. It is bread that contains the same valuable vitamins and minerals that enriched flour contains.

Q. How is enriched bread made?

A. (1) By using enriched yeast. (2) By using enriched yeast and plain flour. (3) By direct addition of the required minerals and vitamins to the dough. (4) By a combination of these methods.

Q. Is all white flour and bread enriched?

A. The Government requires all bakery bread to be enriched. At the present time three-fourths of the flour sold in retail stores is enriched. If you bake your own bread, be sure the flour you buy is enriched.

Q. Was the bread in World War I enriched?

A. They used the so-called Liberty Loaf. The amount of shortening in this was only one-fourth of that permitted today. The amount of sugar was much smaller, and it contained little or no milk.

Q. Has enriched bread more calories than plain bread?

A. No, the added vitamins and minerals don't change the caloric value.

Q. Are these synthetic vitamins added to enriched flour and bread as good as the same vitamins found in nature?

A. Yes, they do exactly the same job in the diet.

FOOD DISTRIBUTION ORDER 22.4 - CANNED FOODS

The War Food Administration announces civilians will receive about 30 million more cases of canned vegetables and fruits from this year's production than was estimated earlier. This is due to a reduction in the quantities of these foods which canners must set aside for Government requirements. Among them are corn, peas, spinach, tomatoes, snap beans, fruit cocktail, sweet cherries, peaches, pineapple and pineapple juice.

Point values are not immediately affected by this change in Government requirements since the size of the 1943 production is not yet known. As you know, point values are determined primarily by actual, not prospective, civilian supplies.

The changes in the set-aside percentages were made by Food Distribution Order 22.4, effective May 21, 1943, combining and superseding Orders 22.1, 22.2 and 22.3.

FOOD DISTRIBUTION ORDER 49.1 - POTATOES

To assist the armed forces in obtaining needed supplies, the War Food Administration has established control over the shipments of potatoes from five major producing counties in southern Alabama and western Florida. Potato shippers in those areas are required to obtain a permit before making shipments, either by truck or by rail. This permit plan will provide for the most critical military needs, and, since it operates on a day-to-day basis, it will not delay the movement of available commercial supplies. This action was taken under Amendment No. 1 to Food Distribution Order No. 49.

FOOD DISTRIBUTION ORDER 53 - OILS

Three more industrial oils - animal, neat's foot and red oils - were added to the list of fats and oils the War Food Administration is allocating to provide adequate supplies for meeting military, essential civilian and Lend-Lease needs.

Food Distribution Order #53, effective July 1, provides for allocation of the delivery of the three oils from producers to industrial consumers and for the designation of amounts to be used for specific products.

LET'S COOPERATE IN OUR SHOPPING

You broadcasters who are also homemakers certainly should be able to enter with enthusiasm in a campaign to change wartime grocery shopping habits. If you have to dash into your corner grocery late in the afternoon, or late in the week, you're probably standing in a long line of other people doing the same thing. Now, it's true that more women are working today than ever before, and a great many of the volunteer workers in various war organizations consider themselves working women just the same as those of us who work at a regular job for pay. There are still lots of women at home, however, keeping house and taking care of the children and these are the ones we hope you can persuade to do their shopping not only early in the day, but early in the week.

Did you ever stop to think how the habit of heavy weekend buying started? Shopping for Sunday, when the stores are closed, is not the only reason. There was the traditional Saturday pay-envelope, plus the fact that many stores advertised week end bargains in food. Well, there have been changes in the last year or two. In many sections of the country, pay periods have been changed and any day may be payday now. The food store advertising shows infrequent price specials nowadays, bargains resulting from abundance, and you all know that we don't use the word abundance any more. Speaking of bargains, however, we're told that the practice of shopping on Monday may turn up an occasional bargain in unrationed vegetables or fruit. When there's something left over on Saturday night, the store manager puts it away in the hope it will keep over the weekend. Monday morning may find that item considerably marked down, because it's ready for immediate use and can't be kept over another night. A bit of exploration in the food store on Monday morning may pay worthwhile dividends. In some parts of the country, grocers are offering special values but on the first three days of the week, and for a limited time only, say from ten to eleven in the morning, or at some other time when the woman at home can get to the store easily. The wise homemaker will keep an eye peeled for these.

Waiting until a certain time of the week or the month for possible reductions in point values has become a practice of many shoppers. As the rationing program progresses, however, fewer and fewer changes will be necessary. The action of OPA in extending the validity of the blue stamps until June 7 was a step in the direction of relieving the end of the month point-shopping spree.

The woman who can do her shopping early in the morning or early in the week, will help to shorten those long lines in the food stores; she'll relieve the strain on her own feet; she'll make marketing less of a problem for war workers and she'll certainly get a vote of thanks from the store managers.

ADDITIONAL PRESSURE COOKERS ALLOCATED

Here's good news for home canners. The War Production Board has begun allocating materials for production of another 125,000 pressure cookers for this summer's home canning. This quantity is in addition to the 150,000, production of which was begun two months ago. It is expected that 31,000 will be in the stores by June 1. Then with additional ones being manufactured, about 55,000 will be ready in June and 60,000 in July. Thus, by the end of August, approximately 150,000 should be ready. The remaining cookers should be completed in time for the fall canning season. The majority will be the 7 quart size and the rest of the 14 quart size.

The Department of Agriculture is planning a system of distribution of these cookers. A purchase certificate is required for each cooker and these certificates are issued on the basis of probable output of canned food from the cooker. Naturally, homemakers who form groups that can assure a large volume of home canning from the cookers will be given preference.

The rationing in each state is delegated to County USDA War Boards, which in turn operate country farm rationing committees. Anyone desiring to purchase a pressure cooker should file an application with this committee. Where there are no such committees the County War Boards appoint sub-committees to handle the rationing. If anyone is in doubt where to go to file an application, tell them to ask their hardware dealer, department store or other retail outlet where the cookers are sold.

ANOTHER NOTE OF WAR RATION BOOK THREE

We've heard so many people asking about that statement on the application for war ration book three -- the one to the effect that members of the armed forces should not apply for the book. About that, we're repeating again what we said last week. Men and women in uniforms who may be living at home at present, and who are using their present ration books for food, are not to apply for the new book. Due to the fact that all members of the armed forces are subject to transfer at any time, many of these people may be in another part of the country, or even another part of the world, before book three goes into use. Tell them, and their families, not to worry, that provision will be made for their getting the book if and when it's necessary.

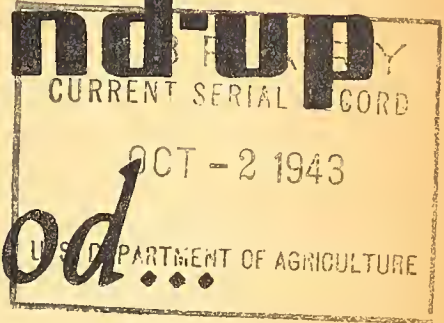


DALLAS, TEXAS
June 5, 1943
No. 53



Radio Round-up

on food...



For Directors of
Women's Radio Programs

WAR RATION BOOK 3

OPA tells us a high percentage of applications for war ration book 3 are being returned with numerous errors. Publicity should be given how to obtain ration book 3 in order to reduce to a minimum the number of errors in the remaining applications. The following points should be stressed:

1. Print or type your name and return address on application form so it is easy to read.
2. List names and birth dates of all members of family unit on same application.
3. Sign the application in your hand writing.
4. Tear off the identification stub and keep it carefully. It is your receipt.
5. Add correct postage.
6. Check form carefully to avoid mistakes.
7. Mail application before June 10.

If perchance a person does not receive this application in the mail within the next few days, it can be obtained at the nearest post office.

US Department of Agriculture
Food Distribution Administration

CANNED MILK GOES "ON THE RATION"

You know, of course, the principal reason for OPA's action in adding canned milk to the rationing program is to conserve the limited supplies for babies, and for those who require it in special diets. There is also a real need for canned milk by those who are unable to obtain fresh milk. Everyone else should plan to get along without it for we surely don't want to spend our precious red stamps for milk unless it's absolutely necessary.

Don't buy it unless you need it.

Those who have to buy canned milk for baby's formula, already have baby's ration book to use for it. It's estimated only about 7 points a week will be required to buy enough milk for the average infant diet. Persons who require an extra amount of canned milk for a special diet, may, upon certification of their doctors, apply to their local ration boards for supplemental rations. It is not intended that this order shall work a hardship on anyone.

Get Your Points Worth

Under WPB's limitation order on tin, there are two sizes of evaporated milk cans - 6 ounces and 14 $\frac{1}{2}$ ounces. Condensed milk is usually sold in 14 or 15 ounce cans. There are many smaller, miscellaneous size cans to be found in the stores, however, and it's up to the consumer to make a careful check of the sizes of these cans, in order to get the best value for her ration points. For instance, the purchase of one lone 6 ounce can will take a full point so, of course, anybody would be much wiser to buy two cans at a time. A consumer may buy any number of cans whose total weight is a pound or less for a single point. However, the wiser shopping course would be to spend two points and get five 6 ounce cans at the same time. This would give almost two pounds of milk for the same number of points which would be required for two purchases of two cans each. Tell your listeners to shop for canned milk with extra care during these first days of rationing.

GOVERNMENT NEEDS DRIED SKIM MILK

The War Food Administration has taken action in the form of Food Distribution Order #54 to allocate supplies of dried skim milk among the military, the civilian population and our allies. For the months of June and July, manufacturers of both the spray-process and roller-process dried milk will be required to set aside 75 percent of their monthly production for government purchase. This is the first time a set-aside order has been issued on roller process milk, although the manufacturers of spray-process milk have been setting aside 90 percent of their monthly production for direct war purposes ever since last November 5.

Dried skim milk is especially valuable as an export food because

it provides high nutritive value, yet takes little shipping space. Under this allocation, only the most essential military requirements will be met and Lend-Lease and civilian requirements will have to be reduced. Government requirements alone are much greater than the expected production. The Director of Food Distribution Administration will announce the set-aside percentages for later months.

WAR AGAINST WASTE

We Americans have been very wasteful of our food; surveys indicate that in a year, we've wasted more than enough to supply the needs of our Armed Forces for a year, enough to feed Greece for two years. USDA is encouraging the nation-wide campaign against waste, on the farm, in transportation, at the wholesalers, at the grocery stores and in the home. And do you realize that from 10 to 16 percent of the food bought for household use is wasted?

The homemaker can make a good beginning in a personal conservation program by planning her menus and market lists carefully. She should go to market with a list of what she needs and with certain alternates in mind, rather than do her marketing haphazardly.

In the store, she can help the grocer by avoiding careless handling of fresh fruits and vegetables. It's estimated that one fresh tomato out of every seven has to be discarded because of bruising by customers. Spreading the marketing over the whole week, rather than confining it largely to Friday and Saturday, also will help the storekeeper. Fresh foods pay no attention to the days of the week in their ripening and should be purchased and used when they're in good supply.

In the home, there's waste through improper storage and cooking of food and even by serving too much to the family. The following suggestions about storage of food are very important:

Wash green vegetables as soon as they come from the store, drain them and keep them in a covered vegetable container.

Keep milk in the coldest part of the refrigerator. When cooking, take out only the milk or cream you need and leave the rest in the refrigerator. Never pour leftover milk back into the bottle with the main supply.

Wipe eggs with a dry cloth, don't wash them until just before using. Water destroys the protective film that keeps out air and orders.

Keep meat in one of the coldest parts of the refrigerator with a loose cover around it. Remember that cut and sliced meats spoil more quickly than meat in one piece. Cooked meat should be kept cold and covered too.

In hot weather, store bread, well-wrapped, in the refrigerator to prevent molding. Bread and cake containers should be scalded and aired at least once a week.

And speaking of bread that stands high on the list of wasted foods; one out of every six pounds of garbage consists of bread. Do you realize if every family in this country threw out just one slice of bread a week, that would total 34 million slices, or nearly 2 million loaves? Urge your listeners to use leftover bread in puddings, stuffings, scalloped dishes and meat extenders.

Every homemaker should plan on leftovers when she's making up her menus; in this way they can be used to real advantage. When buying a roast, for instance, plan on using the meat sliced cold as well as hot, and on various uses of leftover scraps. You can help by suggesting recipes in which leftovers are featured. One slice of bread, or one pork chop that doesn't seem like much waste, but multiply that by our thirty-four million families, and it's an impressive figure.

Another loss of food in many homes, occurs through helpings that are too large and, therefore, not eaten. Even when there are guests at meals, servings should be kept moderate in size with an invitation to come back for "seconds". The more food that goes into our garbage cans, the more shortages there will be in our own country and the less we can send to our Allies. In other words, saving food amounts to the same thing as producing food.

COLD CUTS TO THE RESCUE

These are the days you broadcasters are probably trying to make many helpful suggestions to your listeners about getting meals the easy way. Not only is this because of the warm summer weather, but because more women are working than for many years past, and meal-getting becomes a real problem to the working women. Have you recommended cold cuts recently? They make an attractive picture on the meat platter or surrounding a big bowl of salad, and they're traditional for sandwiches, of course. Here are a few ideas for their use which may be new to some listeners!

Ways To Serve

Diced and creamed, served on waffles or toast.

Chopped fine and added to scrambled egg or omelet.

Stuffed - Place two tablespoonsfull of stuffing in middle of a cold cut slice, fold over edges to form a roll, fasten ends with a toothpick heat in a frying pan.

Diced and creamed and mixed with hard cooked eggs on toast.

Chopped and mixed with olives and onions for a cracker spread.

Diced and mixed with elbow macaroni, for a casserole or a salad.

Chopped fine and added to salad dressing for vegetable salads.

Curried-chop some onions and celery and cook in drippings until onions are clear; add chopped apples and diced cold cuts. Add some milk, water or vegetable juice, or tomato juice colored with kitchen bouquet. Add some curry powder and serve over rice.

To give variety to the service of cold cuts, they might be purchased in the piece and cut in strips or cubes. Almost any woman will be able to think of interesting variations if she uses her ingenuity.

LOW POINT VALUE

Many of the cold cuts are excellent point-buyers, remember. The revised meat point value table shows canned bulk sausage, meat loaf and vienna sausage down one point. They're each 6 points a pound now. The fresh, smoked and cooked sausage, such as pork sausage, wieners, bologna, baked loaves and liver sausage range from 3 to 6 points a pound depending on the meat content. Remember, cold cuts give a large volume of meat in proportion to their weight, which makes them a good value for both money and point-stamps.

NEW RED STAMP POINT VALUES

The favorite steaks and roasts of beef are going to cost several more red stamps. Even the once plebian hamburger is up a point per pound according to OPA's table of point values, effective June 6 through July 3. The increases in point values for beef range from one to three points a pound, and are necessary because of the large consumer demand in the face of lower production. Veal steaks and chops are up a point too, so are lamb loin chops and sliced ham. Many of the cuts of veal, lamb and pork are down one point, however, and so are the variety meats from all animals.

COOPERATION OF CONSUMERS IMPORTANT

As you know, maintaining a reasonable balance between supply and demand is the basis of any rationing program, and this can be achieved partly through changing ratio point values. It's important, however, the consumer cooperate by making use of the foods in greatest supply, even though it means changing buying habits and tastes. That's where you broadcasters can help explain this to the homemaker; keep

her posted on interesting ways of cooking and serving the foods which are for the moment, in more generous supply. Pork, for instance, is now coming to the market in relatively greater quantities than beef. Therefore, because most cuts are unchanged in point value, pork will represent a better buy in points for some time to come. The variety meats, which are down a point in value, are better point-values than ever, and their use should be encouraged.

SOME CANNED FISH UNRATIONED

Canned crab-meat, sea-herring, sea-mussels and a half dozen other types all of which represent but two percent of the total canned fish pack have been removed from rationing. They're not of sufficient importance to justify the records retailers are required to maintain, it was explained. They might be worth mentioning in a general broadcast on the changes in point values.

CERTAIN CHEESE POINT VALUES REDUCED

As we told you last week, all cheese, except creamed cottage cheese containing 5 percent or less of milk fat, is now on the ration list. You will note that although American Cheddar Cheese remains at 8 points a pound, the other cheeses previously rationed have been reduced to 6 points, which places them in the same category with some of the newly rationed cheese.

By studying the point value tables and noting changes, you can help your listeners to plan and prepare their meals in the most effective manner possible.

FARM BUTTER UNDER MAXIMUM PRICE

Farm butter was brought under the maximum prices already established for creamery butter. This was announced by the OPA to clarify a situation in which there had been some confusion as to whether farm butter did fall in the same specific pricing category with creamery butter or whether it was covered by a regulation "freezing" individual prices.

LET'S DRINK TOMATO JUICE IN JUNE

The only change in point values for processed Blue Stamp Foods is tomato juice, and all vegetable juice combinations containing 70 percent or more of tomato juice, are reduced from 4 points a pound to 2 points. It is hoped that this cut in point values will encourage greater use of tomato juice. You broadcasters might suggest various ways of serving it chilled, or as a hot tomato bouillon, or a jellied salad.

DALLAS, TEXAS
June 12, 1943
No. 54



Radio Round-up

on food...

For Directors of
~~Women's Radio Programs~~

VICTORY FOOD SELECTIONS

Mr. Roy F. Hendrickson, Director of Food Distribution, recently announced a new victory food program, based on the experience and technique developed last year in the victory food special program. This is one of the steps by which the War Food Administration will help growers to maintain favorable marketing conditions, and it will assure the most effective use of available supplies. The program will call for advance reporting to the trade of the availability of peak supplies in producing areas, and for information to consumers about these expected abundant supplies in their markets.

Method of Making Selections.

Any commodity in extra heavy supply to be featured in such a merchandising campaign will be designated as a victory food selection. (Please note that the word this year is "selection", not "special"). This designation may be made on an area, regional or national basis. Recommendation of a commodity as a VFS for a specified period in a specified area may be made by regional offices to the Marketing Reports Division in Washington. When such a recommendation is submitted, accompanied with supporting information, the Marketing Reports Division will take it up with the appropriate branch for approval, modification or other action. Upon approval and designation of a commodity as a victory food selection, at least two weeks notice will be given to the trade before the beginning of the period. This will allow time in which merchandising and promotion may be planned and buying accomplished. Public announcement will be made not more than one week in advance of the beginning of the merchandising period. Adverse weather or other conditions which make it difficult for the trade to obtain a reasonable volume for the campaign period will result in cancellation of the drive, with prompt notification to the trade.

US Department of Agriculture
Food Distribution Administration

Reasons Behind Selections

The designation of victory food selections will be restricted to farm products which have been requested for consideration by producers or their representatives. A very careful analysis of production, distribution and consumption data will be made, with consideration to government requirements for military, Lend-Lease and other needs. The product must meet standards of nutrition which will assure its contributing to the well-being of those who use it. The price at which it must sell should be reasonably attractive to consumers. There must be sufficient time before the harvesting peak for cooperating wholesalers and retailers to do their buying and to plan their advertising and promotion. The area of distribution must be large enough to make an effective drive possible and practical whether it can be on a national, regional or area basis.

Assistance of Broadcasters Needed

The program last year received good support from all concerned, and it is believed consumers this year will be even more receptive. Radio broadcasters can be of inestimable help in keeping consumers informed of products to be featured, and in suggesting various uses. Radio Round-Up will do its best to keep you posted.

HOME CANNING ARITHMETIC

To help homemakers figure how many jars of canned food to expect from fruits and vegetables, whether they're bought at the market or picked from the Victory Garden, here's a table of comparative figures. It has been prepared by the home economists of the Bureau of Human Nutrition and Home Economics, and they remind us that the figures are necessarily approximate.

Apples.....	1 bu. (50 lb)	cans 20 qt.	$2\frac{1}{2}$ lb (7 to 8 apples)	can 1 qt.
Beans, Lima.....	1 bu. (28 lb)	cans 6 to 8 qt.	4 to 5 lb	can 1 qt.
Beans, Snap.....	1 bu. (24 lb)	cans 16 qt.	$1\frac{1}{2}$ lb	can 1 qt.
Beets.....	1 bu. (60 lb)	cans 24 qt.	$2\frac{1}{2}$ lb	can 1 qt.
Berries.....	24-qt. crate	cans 18 qt.	$1\frac{1}{4}$ to $1\frac{1}{2}$ lb (5 cups)	can 1 qt.
Carrots.....	1 bu. (50 lb)	cans 20 qt.	$2\frac{1}{2}$ lb	can 1 qt.
Cherries.....	1 bu (56 lb)	cans 25 qt.	$1\frac{1}{2}$ to $2\frac{1}{2}$ lb (6 to 8 cups)	can 1 qt.
Corn.....	1 bu. (72 lb)	cans 8 to 9 qt.	whole kernel 6 to 10 ears-	1qt.
Grapes.....	1 bu. (48 lb)	cans 20 qt.	$2\frac{1}{2}$ lb	can 1 qt.
Greens.....	1 bu. (12 lb)	cans 5 to 7 qt.	$1\frac{1}{2}$ to $2\frac{1}{2}$ lb	can 1 qt.
Peaches.....	1 bu. (50 lb)	cans 20 qt.	2 to $2\frac{1}{2}$ lb (8 to 10 peaches)	can 1 qt.
Pears.....	1 bu. (58 lb)	cans 24 qt.	2 to $2\frac{1}{2}$ lb (5 to 6 pears)	can 1 qt.
Peas.....	1 bu. (32 lb)	cans 12 to 16 pt.	2 to $2\frac{1}{2}$ lb	can 1 pt.
Plums.....	1 bu. (56 lb)	cans 30 qt.	$1\frac{1}{2}$ to 2 lb (24 to 32 plums)	can 1 qt.
Squash.....	1 bu. (40 lb)	cans 20 qt.	2 lb	can 1 qt.
Strawberries.....	24-qt crate	cans 12 qt.	2 qt	can 1 qt.
Sweet Potatoes.....	1 bu. (52 lb)	cans 20 qt.	$2\frac{1}{2}$ to 3 lb	can 1 qt.
Tomatoes.....	1 bu (56 lb)	cans 15 qt.	$2\frac{1}{2}$ to $3\frac{1}{2}$ lb (8 to 10 tomatoes)	can 1 qt.

VARIETY MEATS IN WARTIME MEALS

Since point values of all variety meats were recently reduced and point values of many other meats were increased, variety meats become more important than ever. Variety meats may be low in point value but they're high in nutritional value. They are excellent sources of high quality proteins, certain essential minerals such as iron, phosphorus and copper and vitamins.

Liver is probably the best known of the variety meats. Many people who think that calf liver is superior to other kinds of liver should realize that pork liver is rich in high quality vitamins, vitamin A, Thiamine, Riboflavin and is also an excellent source of iron. Although all kinds of liver have similar high food value there are different methods of cooking for the different varieties. In general, liver is tender and should be cooked at a low temperature to retain its tenderness and best flavor. Calf or lamb liver can be fried or broiled, while it is best to braise beef or pork liver. If there is any left over, you might grind it and make into bacon wrapped patties, dumplings, liver loaf or sandwich spread.

Hearts are muscular organs and need longer cooking than livers. Of all the hearts, beef is the largest and requires long slow cooking. They may be cooked in water or braised. Before braising they may be stuffed with a savory bread dressing for additional flavor.

Kidneys are considered a delicacy by many people. Veal, lamb and pork kidneys are delicious when broiled. Beef kidneys should be cooked in water or braised. Marinating in well seasoned French dressing improves the flavor.

Sweet breads are quite tender and delicate. If they are to be kept long, they should be pre-cooked and kept in the refrigerator until ready for use. If they are to be used immediately, however, they can be either braised or fried.

Tongue is available in several forms. Beef and calf tongue are usually sold fresh but pork and lamb tongue are usually sold in a ready to serve form pickled, corned or smoked. Fresh tongue should be simmered for about 3 or 4 hours. Prepared tongue may be sliced and served cold or re-heated in a spicy sauce.

Brains, like sweetbreads, are very tender and delicate. They can be pre-cooked and then used later. Scrambled with eggs, diced in omelet, heated in well seasoned sauce and in salads are some of the best known ways to serve them.

Although tripe is always partly cooked when you buy it, it still needs additional cooking. Fresh tripe should be simmered for about an hour. Pickled tripe needs to be soaked in water about 15 minutes before cooking. Tripe can be dipped in fritter batter and fried in deep fat, creamed or used as an ingredient in pepper pot soup.

Oxtails require long slow cooking in moist heat. They may be simmered in water or braised.

A good slogan for you broadcasters to adopt might be "Variety Meats for Variety in Sumner Meals".

MORE ABOUT THE BASIC SEVEN

You know about the new grouping of important foods into seven basic groups we've mentioned the basic seven in the Round-Up before. We're glad to tell you the new poster for use in retail stores is now being printed and will be ready for distribution about the middle of this month. In order to make these seven foods groups easy to remember, a color has been assigned to each and the design on the poster representing these groups is divided into the seven colors. You broadcasters can do a lot to help homemakers realize the importance of these basic food groups by talking about them often and by telling housewives to look for this new poster with its slogan, "U. S. Needs us Strong; Eat the Basic 7 Every Day".

The following chart will give you the food groupings with corresponding group numbers and colors:

<u>Number</u>	<u>Color</u>	<u>Foods</u>
One	Green	Green and yellow vegetables
Two	Orange	Oranges, tomatoes, grapefruit
Three	Blue	Potatoes and other vegetables and fruits
Four	White	Milk and Milk products.
Five	Red	Meat, poultry, fish or eggs
Six	Brown	Bread, flour and cereals
Seven	Yellow	Butter and fortified margarine

The distribution of the basic 7 posters will be handled by USDA'S regional offices and the State Nutrition Committees.

SECOND CROP IN THE VICTORY GARDEN

Tell the victory gardeners among your listeners now's the time to begin planting their second crop...the summer crop. By the time we've had a couple or three weeks of really hot weather, they'll have pulled the last of the onions and radishes and the lettuce will have gone to seed. Here are the vegetables USDA'S garden specialists recommend for replacement: New Zealand spinach, cabbage, sweet corn, string beans, lima beans, blackeyed peas, okra and vegetable soybeans, if you can get them. Tell them to be sure to plant enough to supply the table and give a surplus for canning, drying, brining or freezing. Replanting makes the victory garden a year round benefit.

SPEAKING OF MEAT

Did you Know That;

The cow, which furnishes one of our most important meats, is considered sacred in India? When a Hindu calls some a "beef eater" it's an insult.

In certain tribes the nobles and medicine men reserve for themselves such organs as kidneys, livers, hearts, and heads: The steaks and muscle meat of sheep, camel, fish and birds are left for the common people.

The Eskimos live almost entirely on meat, most of which they eat raw. They're particularly fond of the inner organs, such as heart, liver, kidneys and sweetbreads.

The masses of the people in China and Japan seldom, if ever, taste meat: The more prosperous eat fish raw, at that; soybeans and legumes, which are consumed in large quantities, furnish the proteins.

An American Aviator, lost in the jungles of Australia, told his rescuers that when he was on the verge of starvation, he ate a grasshopper, and that it tasted like crab meat.

We're not likely to acquire a taste for grasshoppers, but it just shows we can adapt ourselves to unfamiliar and even unlikely items of diet in case of necessity.

PROGRAM NOTES

Lunch Box Lifts

Workers who have to eat a box luncheon every day will appreciate such lifts as these: A gay and colorful paper napkin, a funny picture or a joke cut from the newspaper or a magazine, a short short story or on a birthday or anniversary, a tiny remembrance of some kind. We think that little things of this kind come under the heading of keeping up morale in wartime.

Get Full Value for your Points

You know that the butchers can't always cut exactly to the pound when you're purchasing meat and neither can he give you change of less than one point in red stamps. Therefore, you're sometimes charged a whole point for a fraction of a pound of meat. One way to get your full point value is to buy a few slices of ready cooked meat to fill out the point. This can be sliced very thin, and used in sandwiches or in hot casserole dishes. You'll find you can often make combination purchases of meat to take full advantage of fractions of points and pounds.

Stretching that Melted Butter

Don't feel you have to stop serving that pitcher of melted butter to go with waffles and pancakes - they're not the same without it, try this...melt together equal amounts of butter or enriched margarine and strained bacon drippings. The flavor is delicious - you may like it with corn on the cob too.

Swordfish, Summer Seafood Treat

The co-ordinator of fisheries has just announced swordfish will come on the market this month and will be available in fresh form, until cold weather. The boneless steaks are not only delicious but economical to buy, since there's no waste. Prices will be rather high at the beginning of the season, but will doubtless decline steadily until August, the height of the season.

You might be interested to hear chemists of the fish and wildlife service have found swordfish liver oil to be 100 times more potent in vitamin A than the U.S.P. reference sample of Codliver oil and 500 times more potent than the minimum U.S.P. requirement for Codliver oil. Weight for weight, this gives swordfish liver oil about 25,000 times the vitamin A potency of butter or eggs. Also, it has a high content of vitamin D.

COL. TAYLOR TALKS ABOUT U. S. DIET

You've probably heard rumors and speculations about changes in the Food Production Program and the national diet said to be under consideration by the War Food Administration.

Lieut. Col. Jay L. Taylor, Deputy Administrator of WFA, speaking in Chicago on June 8th made a statement which will be of interest to everyone, Col. Taylor said:

".....I want to bring you assurance direct from Administrator Davis that there is no intent to make drastic cuts in output of animal products and replace them in large part in the American diet with vegetable foods. Here is the situation as we see it today:

"First, for the sake of morale and good nutrition, we want to see the maximum possible amount of meat, milk and eggs in the diet of the American armed forces, civilians and the allies to whom we send part of their food supply.

"The policy then, boils down to this: Grow all the feed possible in the light of requirements for other farm products. Import all the feed possible. Waste not a single pound of feed. Thus, maintain milk, egg and meat production at the highest possible level permitted by our feed supplies. At the same time, make sure we have adequate nourishment for all hands by increasing output of vegetable foods for direct consumption"

You broadcasters can help by giving the correct information in the face of all sorts of rumors. In this particular connection, you can be of the greatest assistance by passing on to your listeners news about the proper use and conservation of every kind of food.

JUNE 1 CROP REPORT - SOUTHWEST REGION

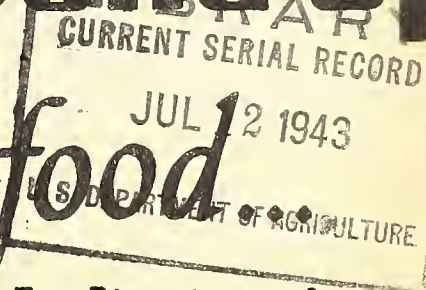
Indicated PEAR production, national 24,299,000 bushels - Texas, 264,000 bu.
PEACHES: national production 45,267,000 bu. - Oklahoma 210,000 bu. - Arkansas, 984,000 bu. - Texas, 1,080,000 bu.



DALLAS, TEXAS
June 19, 1943
No. 55

Radio Round-up

on food



For Directors of
Women's Radio Programs

GREEN BEANS GALORE

Broadcasters --- please tell your listeners to eat green beans, snap beans, string beans---whatever you call them---during the next few weeks.

Reports indicate that production will be considerably heavier than last year and it is hoped that consumers will make such good use of them that not a pound will go to waste.

Southwestern states are sending large quantities of green beans to market now along with the Southeastern and Eastern states, and the flow will soon begin from the Midwest. Then, too, increased market garden production and Victory gardens will produce heavy supplies.

Suggestions about the food value of green beans, their preparation and use in fresh form and also information about their preservation should be tremendously helpful in promoting the most effective use of this large crop.

FOOD DISTRIBUTION ORDER NO. 28.2

Under this order, effective June 14, all livestock slaughterers operating under federal inspection are required to set aside 45 per cent of all the steer and heifer beef they produce which meets army specifications. This beef will be available for purchase only by the army, navy, marine corps, coast guard and contract schools feeding military personnel.

Why not tell your listeners that this percentage actually is less than one third of the entire production of beef, since only 65 to 70 per cent of the beef is produced under federal inspection?

US Department of Agriculture
Food Distribution Administration

This order was necessary because the armed forces have had considerable difficulty in recent weeks meeting their requirements for beef. Other meats, such as pork, have been used in place of beef but have not been found as satisfactory or as popular. There's no getting away from the fact that beef is a fighting food and we know that nobody wants our fighting men to run short of it.

RATIONED OR UNRATIONED?

Do you have in your files or pinned up on your office wall a list of rationed foods and their unrationed alternates for ready reference? Please tell your listeners frequently that they needn't ever run short of ration stamps if they plan their food-shopping wisely. This is the time of year, certainly, when most families should be able to eat well and spend very few ration stamps.

For instance, in place of the rationed fruit juices in cans or jars, fresh oranges, grapefruit, lemons and tangerines can be used. Some of these are available all the year 'round. Don't forget that citrus fruits can be served in several ways, sliced or in sections, or as a salad.

And here's a hint about the rind of citrus fruits --- cook it with other foods to give a different flavor --- remove before serving if desired. Or grind and use it in cakes, puddings and other desserts in place of flavoring extracts.

In place of vegetable juices, increased quantities of green vegetables can be served --- green cabbage, spinach and other greens, string beans, peas and broccoli are a few of them.

Bottled, canned, dried and frozen fruits should be saved for emergencies or for the time when fewer fresh fruits are available. Fresh fruits and berries in season may be used instead. When making applesauce, quarter and cook the apples with the peeling on and strain them, to get the color of the skin and the full food value. Or, if peeling them is more desirable, save the peels and cores and get the benefit of the pectin in juice for jelly.

As for Canned and Frozen Vegetables

It's just a matter of using the same or similar fresh vegetables as they are in season. Don't forget that many fresh greens, such as spinach, kale and broccoli can be served raw in salads, as well as cooked. And, of course, all vegetables should be cooked in a very small amount of water, never over-cooked. If any vegetable liquor is left after cooking, it should be served with the vegetable or saved for soup.

Which Brings Us to A Consideration of Soups

In place of the canned varieties, serve home-made soups wherever possible. Soup stock can be made from the bones, removed before the meat is cooked; drippings from the broiler and roaster can also be used. The latter can be dissolved with a little water.

When making a mixed vegetable soup, it's well to cook the vegetables a short time before combining them with the stock in order to avoid over-cooking the tender ones. Or they can be added to the stock at a different time.

Beans can be baked at home to save the use of canned beans or pork and beans. A piece of bacon can be baked with beans if pork is not available or they can be flavored with a bit of grated onion or whole onion baked in the center of the pot.

Home-made pickles and relishes will take the place of rationed chili sauce and catsup. Canned sauerkraut might well be replaced by home-made or bulk sauerkraut or by fresh cabbage.

Instead of spiced fruits in cans or bottles, fresh apples can be spiced at home. Cook them in a thin sugar and water syrup, adding spices and perhaps a bit of orange peel for flavor.

Canned baby food, a great convenience to the busy mother, is not irreplaceable, since fresh vegetables and fruit can be mashed or strained at home. Remember, lots of mothers brought up lots of children without the help of commercially prepared baby foods.

PROTEIN IN BREAD AND CEREALS

Now that bread and cereal products are forming a larger part of our diets, we are becoming more conscious of their food values. Many people however, still regard them as only carbohydrate or starch food and the fact that they furnish protein is too often overlooked.

When they are whole grain, enriched or restored, they also supply minerals and vitamins.

Although it's not very widely realized, six slices of bread furnish approximately 20 grams of protein, about one-third of the daily protein requirement.

For instance, if you eat a couple of slices of toast, a sandwich for luncheon and bread pudding for dinner you will have at least one third of your protein from these animal sources.

The addition of bread or cereals to meat loaves or to stuffing for roasts, chops and hearts not only makes the meat go further but adds calories and protein to that furnished by the meat.

THE IMPORTANCE OF BREAKFAST

It's pretty generally agreed that a good breakfast is the proper start for a working day. Here's ammunition for the argument, in case you need it. A survey of the breakfast habits of war plant workers shows that when they omit breakfast, production begins at a low point for the first hour in the morning and there is a sharp decline in efficiency during the forenoon.

When breakfast is included in the day's meals, the chief improvement in production is during the morning hours. It's interesting to note, however, that when mid-morning or mid-afternoon orange or grapefruit or tomato juice is taken, or milk and sandwiches, production reaches a higher and more uniform rate during the day.

You might point out that a lot of war work is being done in offices, stores and other places...including the home...and that a good breakfast will start any worker off on the right foot.

A BOUQUET FOR SUBSTITUTES

The Office of War Information has just issued two releases on simplifications and substitutions in consumer goods which you may have read. One statement made in the second of these releases struck us as being particularly interesting and we're calling your attention to it.

"Substitution, a word once carrying the stigma of 'something not as good as the original' stands today in the role of a hero to the American household, for to it can be credited a large part of the reason why the household continues to function efficiently and pleasurably in the face of increasing demands on the country's raw materials."

We know there's a general prejudice against the word substitute in connection with food and you broadcasters who are home economists and nutritionists probably won't adopt it forthwith. We thought all of you might like to consider it from another point of view, however.

PUTTING THE SQUEEZE ON

That's what we're doing to a great deal of the dehydrated food now being shipped abroad by the War Food Administration. Dehydration alone means a tremendous saving in shipping and storage space, as you know.

Compressing the food goes even farther, however. For instance, during May 20,000 cubic feet of shipping space were saved by compressing dehydrated soup shipped to the Allies under Lend-Lease. The compression of dehydrated eggs resulted in a saving of more than 33,000 cubic feet in the same month.

And in case you're trying to visualize the space represented by those 33,000 cubic feet, think of it as 20 average size rooms (12 x 14 feet, with 8-foot ceiling) packed from wall to wall and from floor to ceiling.

How is this compression accomplished? A food press is used to concentrate the food into blocks...the degree of hardness being determined by the way the food reconstitutes after compression. It's possible to press food into bricks literally hard enough to use them for building purposes. This food would hardly reconstitute into usable form, however.

Experiments so far have shown that cereal products, cheese and dehydrated vegetables, fruits, milk and eggs are most adaptable for compression. Large scale activity is expected soon for Lend-Lease, Red Cross and military use. The Food Distribution Administration is working with the War Department, Agricultural Research Administration, Lend-Lease and other government agencies in developing the program.

BOTH LIABLE --- AND SOME OTHER CHANGES

The grocer is equally liable with the baker for penalty for violation of the food order prohibiting the consignment selling of bread under an amendment to the order which originally placed sole penalty liability upon the baker.

Food Distribution Order No. 1 has also been amended to permit greater use of sugars and shortening. The sugar maximum has been increased to 6 parts instead of 4 and the shortening maximum to 3 parts instead of 2. Fats and oils in shortening extenders, substitutes or other ingredients must, however, be considered a part of the shortening allowance. All white bread must still be enriched.

The minimum milk requirements in white pan bread have been removed, but the provision that no more than 4 parts of milk may be used remains.

Restrictions concerning varieties of bread have been revised to obtain greater utilization of baking equipment. This revision permits bakers to sell to federal, state, county or municipal institutions any of the types of bread the manufacturer is allowed to make under the order. A further restriction in connection with varieties is that bakers who regularly sell bread sliced, unsliced or sliced in special thickness must consider each a special variety. Restrictions on varieties for retail stores, restaurants, hotels or retail bakeries remain in effect.

The use of a light weight inner wrapping of waxpaper to partially cover loaves baked in pans 13 inches or longer will be permitted when the amendment goes into effect. End labels may also be used and inserts or outserts not more than 3 inches long may be used if they provide necessary identification or correction of labeling.

Another provision of the amended order prohibits bakers from giving away samples of bakery products or influencing sales by giving premiums.

PROGRAM NOTES

Why Red Stamps for Canned Milk?

If you've heard inquiries, as we have, as to why the rationing of canned milk has been made a part of the meat and fat rationing program here's the answer. Canned milk supplies both animal protein and animal fats. Also, the babies and invalids to whom canned milk is a real necessity are not large consumers of meat and therefore have more red stamps available for milk.





73R11 DA
Cap. 6

DALLAS, TEXAS
June 26, 1943
No. 56
CURRENT SERIAL RECORD
OCT - 2 1943

Radio Round-up

on food...

For Directors of
Women's Radio Programs

HITTING THE HIGH SPOTS

* * * * *

In This Issue

* *

Green beans continue to be a good "buy" and that's true this week of potatoes, too. Green beans and potatoes can well head any meal planner's market list.

* *

Fish is rich in protein and saves ration stamps. It should be eaten frequently in areas where available.

* *

The War Meat Board and county War Meat Committees are striving to promote more equitable distribution of available meat supplies. This effort, which you'll hear more about, goes right down to the local level.

* *

Watch for the movie, "Canning for Victory" for information on food preservation. This film, produced by War Food Administration home economists, is being released to business concerns and various adult organizations. No advertising in it.

* *

Enriched flour is used in the white bread you buy. It must be, by government order. Enriched flour should also be used in home baking and more of it will be if more families understand its value.

US Department of Agriculture
Food Distribution Administration

POTATOES---LIKE GREEN BEANS---A FINE "BUY"

Remember last week we suggested you tell your listeners how plentiful green beans are and how important they are just now on any table, both economically and nutritionally speaking?

That's still good advice, but it's just as good and just as applicable regarding potatoes.

Abundant supplies of potatoes have moved on to the market in the Southwest and can figure as a basic health and energy food on nearly any menu, any day.

Green beans and potatoes...a great combination, now as never before. The former, your listeners can be reminded, provide more servings to the pound than any other green vegetable, and aside from the fact that they taste fine, green beans are rich in food value. They supply the ABC's of vitamins, and we mean that literally...as well as protein, iron, phosphorus and calcium. It's a smart planner who snaps up the snap beans, serves 'em often and cans them for next winter. And potatoes are a good source of Vitamin C and also contain Vitamin B-1, and iron. Now's the time to eat plenty of them. It's easy to fix them in a variety of attractive ways.

Note to folks trying to lose weight: potatoes are a starchy vegetable but nutritionists say one medium-sized potato is not as high in calories as one might think and that it's largely the things added to potatoes that run up calories.

FISH---IMPORTANT PROTEIN FOOD

Friday has traditionally been "fish day". Now, under wartime meat rationing, the demand for fish is so great that every day might be fish day.

Women have learned that the protein content of fish makes it a satisfactory alternate for meat. And fish makes the ration coupons go much farther. Halibut, for instance, contains nearly as much protein as lean beef, and doesn't cost a single red stamp!

Mr. William Boeg, FDA regional nutrition-in-industry representative says: "Under the present rationing of meat proteins and in view of food needs of the armed forces now and in future campaigns, civilians can further aid the war effort by adjusting their eating habits to available supplies of other protein foods."

That includes fish, of course.

Although the amount of fresh fish available to civilians is expected to be nearly the same as last year, the amount of canned fish probably will not be more than half of normal due to government requirements. Even though the bulk of fish production has been kept within our own borders for civilian feeding, substantial purchases have been made for the armed forces so it's clear that fish is playing an important role in the war.

The production of fresh fish and shell fish has declined in certain areas, but has been maintained at the pre-war level in most localities. You might well advise listeners to use all the fish that's available in their particular areas as this will help to save labor and transportation costs.

Supply them information about all available varieties of fish...the less-known as well as the familiar kinds. Suggested ways of preparation will help guard against possible waste. Remember.....war against waste is war against the Axis.

ENRICHED IS THE WORD FOR IT

Why not tell your listeners to look for the word "enriched" when they're buying flour?

The importance of enriched bakery products is indicated by the government's provision in the bread order that all white bread must be enriched.

Bread, biscuits and other things baked at home, however, may fall short of the proper nutritional standards if enriched flour is not used in their preparation.

Some flour millers are still making flour that is not enriched. About 25 percent of the flour on the market is of this kind, and since the flour that's not enriched costs a few pennies less than the other, it's likely to be more attractive to low income families. Thus, those with less money to spend may be penalized nutritionally.

If all consumers are helped to realize the value of enriched flour so that they demand it when marketing, there will be little incentive for millers to continue turning out even a small proportion of flour that is not enriched.

MAKING THE MEAT GO 'ROUND

The national War Meat Board, and the county War Meat Committees now being formed of leading citizens and officials in Southwestern and other states are striving to promote better and more equitable supply and distribution of meat. The problem is how to stretch the limited meat supply over the heavy demand of military, civilian and Lend-Lease claimants.

As a first step toward the problem's solution, a weekly report has been called for on the number of livestock killed by slaughterers non-federally inspected so that a complete and up-to-the-minute summary of the meat supply will be continuously on hand.

Meat production by slaughterers through federally inspected plants during the week June 19 totaled 87 million pounds of beef, 13 million pounds of lamb and mutton and 199 million pounds of pork.

There'll be later developments in this program and you'll be kept informed.

CANNING THE VICTORY CROP

You might watch...and ask your listeners to do so...for showings of the interesting movie "Canning the Victory Crop", a full-color sound film which demonstrates the canning methods approved by home economists of the War Food Administration.

Most of the film was made in the good housekeeping kitchens and the commentary is by Frank Singiser, well known news commentator. The audience which saw the pre-view was very much impressed and it is believed that various groups everywhere will find it helpful.

It is being offered to department stores, industrial concerns, public utilities, Victory Garden clubs, Women's clubs, canning schools and other organized adult groups.

The film does not contain advertising of any sort.

A HINT ABOUT HONEY

Here's a suggestion about the use of honey in home-canning from a honey expert of the War Food Administration.

As you know honey is one of sugar-stretchers recommended.

Be sure to get a mild flavored honey, or it may change the flavor of the fruit you're preserving. In fact, it's a good idea to experiment with a small quantity of fruit first and find out the family's reaction.

Certain fruits, such as peaches and plums, acquire a different taste when they're preserved with a honey-syrup. It's also been noted that strawberries lose some of their bright red color when honey is used in preserving.

Experiment with the proportions of honey and sugar to be used in the syrup too....up to 50 percent honey will be found satisfactory.

These are the days when the homemaker must be prepared for a bit of adventuring in her own kitchen....the honey trail should be a pleasant one to follow.

THE "TURNOVER" IN EVAPORATED MILK

Do you know why it's necessary to turn over the cans of evaporated milk being held in storage every week?

There's a very good reason, and the same procedure should be followed with evaporated milk which people may have on hand at home, provided the cans are not opened and used fairly rapidly.

Evaporated milk has twice as much butterfat (cream) as ordinary whole milk. In the manufacturing process the fat has been homogenized but if the milk is stored at summer temperatures for six or eight weeks the cream begins to rise to the top; eventually, unless it's shaken back, this creamy layer becomes firm and can't be broken up even when the can is shaken vigorously.

There's a second reason for turning over the cans of milk. Cow's milk is high in lime salts and after it has been concentrated there's a tendency for these salts to separate on the bottom or sides of the container. Higher temperatures also encourage this mineral salt separation.

Storage Temperatures

Storage temperatures between 35 and 60 degrees Fahrenheit are best for evaporated milk. If the milk is to be kept for longer than two months, however, it should be stored at temperatures of from 32 to 45 degrees.

Evaporated milk should not be allowed to freeze, of course. If it has been frozen over an extended period, there may be a roughness of texture or a curdled appearance. No change harmful to health will result from freezing, however.

Another thing...it may be found that after long storage, say ten months or more, the color will become darker.

Now that red stamps are required in exchange for canned milk, it's well to advise listeners of the proper care of this important food.

FUNDAMENTAL FOOD THINKING

To see the food situation in proper perspective, there are certain fundamental points that must be borne in mind. Here they are, as outlined by Chester C. Davis, War Food Administrator, in a talk before the Dairymen's League Cooperative Association in New York recently:

1. Food doesn't just happen; it has to be produced by work and planning and conserved by genius and care.
2. Our Allies depend in large measure upon the food supply from which we eat so freely.
3. Our armed forces must plan with a margin of safety and for rapid replacement of supplies sunk at sea.
4. The civilian supply of food will be large enough for health and strength for all, but not for waste.
5. Rationing of some foods is necessary. Without it there would certainly be less fairness.
6. Never during this war can the consumer or producer settle down to assurance that all the food producing and food using habits can stay the same from here on out.

* * * * *
* MORE ABOUT POTATOES *
* * * * *

Let's jump back to the first item in this issue in which potatoes were recommended as a good food buy. That's such good advice that we can't resist discussing it some more.

It's a case of a reversed situation. Not long ago...remember?...there was a potato famine. But that's over. Reports from all over the Southwest and the rest of the nation show that we now have plenty of potatoes; more than enough

if we don't use them promptly.

So please hunt up all the potato recipes you can find and suggest as many possible to your listeners!

Potatoes can't be canned at home satisfactorily, you know, and this is not the right time of year to store them. Therefore, it's a matter of eating them to save them....and if they are not saved, they are that much good food wasted.

RED STAMPS EXPIRING

Note that five series of red rationing stamps expire at the end of June.... not four as recently announced.

Stamps J, K, L, M and N for the purchase of meats, fats, oils and cheese expire on Wednesday, June 30.

Stamp P, valid on June 27, will remain usable through the month of July.
Note: There is no stamp O because of possible confusion with the cipher.

NOTE TO HOUSEWIVES

Shopping earlier in the week will help a lot to reduce the trouble and delay resulting from store-crowding on Saturdays.

